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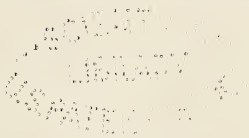
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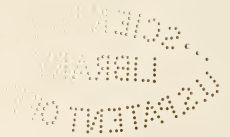
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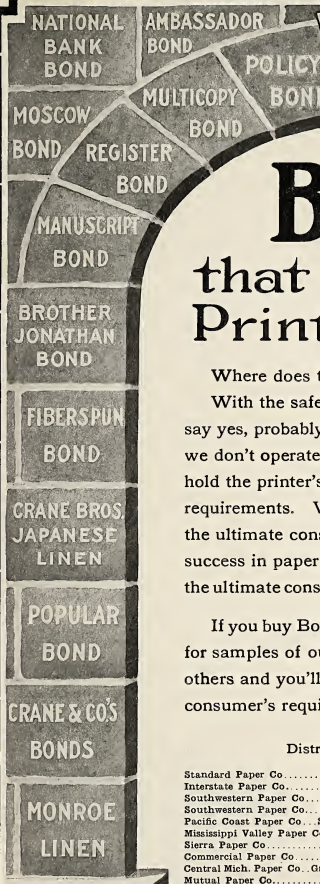
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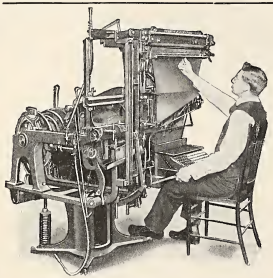
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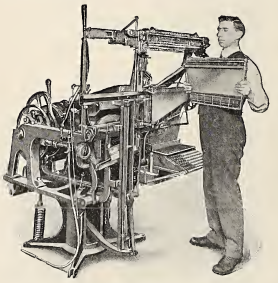
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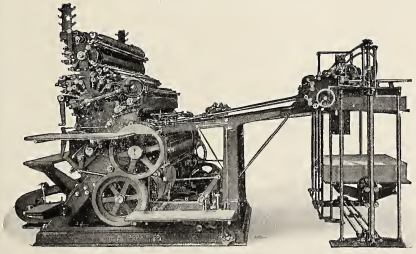
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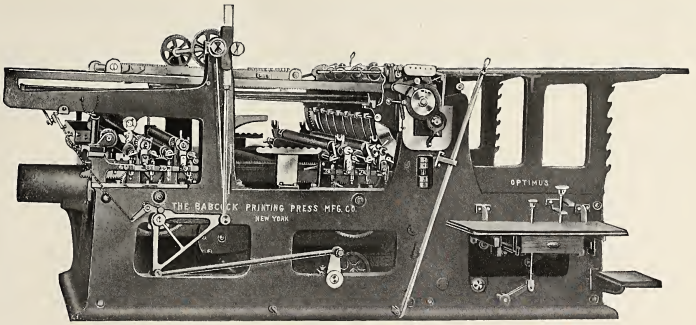
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SECOND PATENT SUIT

Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

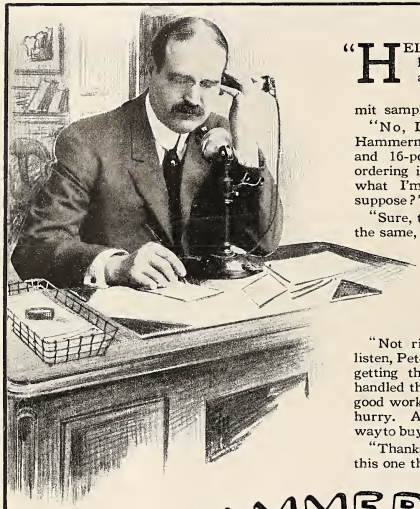
D. S. Kennedy	No. 586,337	J. M. Cooney and H. L. Totten	No. 759,501
J. R. Rogers	No. 619,441	R. M. Bedell	No. 787,821
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S. J. Briden	No. 757,648	H. Plaut	No. 955,681
W. H. Randall	No. 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler - No. 614,229
O. Mergenthaler - No. 614,230
J. R. Rogers, Reissue No. 13,489

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HAMMERMILL PAPER COMPANY
ERIE, PA.



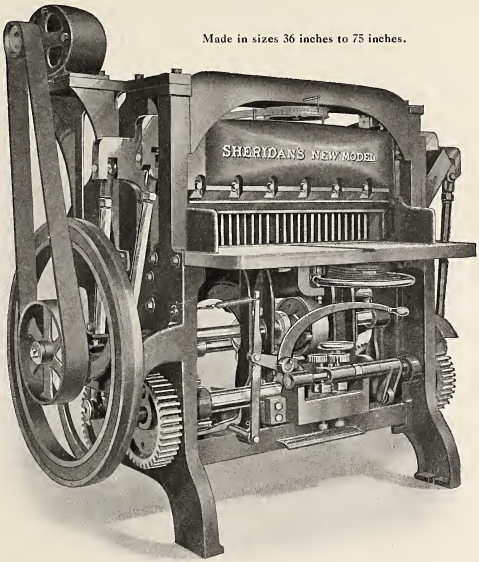
The AULT & WIBORG Co.
INKS
(HIC ET UBIQUE)

THE PURCHASE OF A CUTTING MACHINE

THE ESSENTIAL POINTS TO CONSIDER

SPEED ACCURACY CLAMPING POWER
STRENGTH SIMPLICITY DURABILITY

Made in sizes 36 inches to 75 inches.



THE SHERIDAN IMPROVED NEW MODEL CUTTER
COMBINES THEM ALL

We have recently gotten up a circular describing this machine. It contains facts, not theories. Let us send it to you.

T. W. & C. B. SHERIDAN COMPANY

Established 1835

OFFICES AND SALESROOMS
56 and 58 Duane Street, NEW YORK 607 South Clark Street, CHICAGO
63 Mount Pleasant, LONDON, W. C., ENGLAND

ON THE MARKET OVER 50 YEARS
SMOKE IT OUT
THERE MUST BE SOMETHING GOOD IN IT.
H.D. CLAY PIPE
Cincinnati
Chicago
Boston
Philadelphia
Detroit
Rochester
St. Paul
Minneapolis
Dallas
Kansas City

THE HAMPSHIRE
SERVICE DEPARTMENT

THIS DEPARTMENT was created to keep users and prospective users of Old Hampshire Bond informed on matters pertaining to correspondence efficiency. Information of value has been collected and we are constantly adding new facts and ideas. The matter will be issued in the form of booklets and bulletins. We suggest that every service printer should have his name registered upon the lists of the Service Department, for the information is of the kind that he should be able to give to his customers.

There will be no obligation—just drop us a line asking that your name be registered.

Hampshire Paper Company

We are the Only Paper Makers in the World making Bond Paper Exclusively.

SOUTH HADLEY FALLS, MASSACHUSETTS

All Demands of Printers and Advertisers are Fulfilled in

FOLDWELL
COATED BOOK

"THE PERFECT CATALOG PAPER"

It seems strange that until the production of FOLDWELL COATED BOOK there had been no enameled paper on the market that would fold without cracking and would be strong enough to resist ordinary wear and handling. All printers and advertisers know the great annoyance and loss occasioned by weak, tender coated paper. FOLDWELL COATED BOOK will to a large extent revolutionize the coated paper industry. It marks a great stride forward.

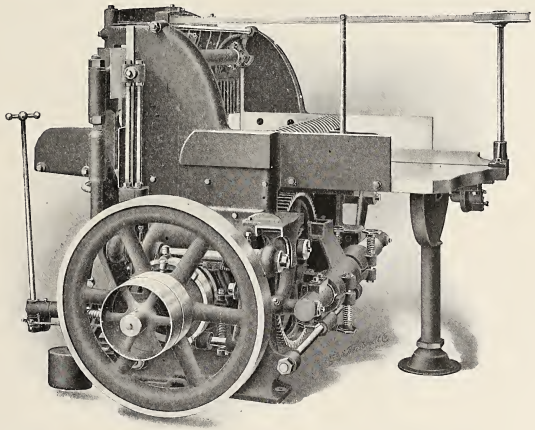
FOLDWELL COATED BOOK WILL FOLD EITHER WAY OF THE GRAIN WITHOUT CRACKING — a smooth fold with no ragged edges. FOLDWELL WILL EMBOSS WITH NO DAMAGE TO THE COATING. CATALOG PAGES WILL NOT PULL OFF THE STITCHES WHEN FOLDWELL IS USED. Advertising literature will reach its destination in good shape and last as long as wanted on FOLDWELL COATED BOOK.

The secret of FOLDWELL'S leathery toughness is the fact that it is made of the same strong linen rags that go into the high grade ledger papers. All this without detriment to the printing results. The coating is smooth and velvety — perfect for fine half-tones and cuts — and the color is pure white that brings out true values in color work. The cost of FOLDWELL is but a fraction of the saving effected.

FOLDWELL COATED BOOK preserves and makes permanent your advertising literature and adds to its beauty and effectiveness.

CHICAGO PAPER COMPANY
Sole Distributors
801 South Fifth Avenue
CHICAGO

The Seybold 20th Century Automatic Cutting Machine



REAR SIDE VIEW — 38-in., 44-in. and 50-in. Sizes.

The above illustration affords an excellent idea of the Automatic Clamp Friction Device, one of the many *original* Seybold construction features contained in the Twentieth Century Cutter. Extending, as it does, the full width of the machine and driving both ends of the clamp simultaneously from a central position, absolutely uniform pressure throughout the entire surface of the clamp is assured and guaranteed.

Simple and convenient provision for adjusting the friction device and regulating the clamping pressure to meet actual requirements, is an incidental but desirable feature.

Please ask for our little booklet " Testimony " and full particulars.

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 258 Commerce St., Dallas, Tex.

W. E. Wroe & Co.

Incorporated

Sales Offices, 1006-1008 South Michigan Avenue, Chicago

Bonds and Writings Exclusively

Immediate Shipments from Warehouse Stocks to Any Point in North America

Two features of our service which you will appreciate are: 1. Exclusive water-marks not obtainable by price-cutting competitors through local jobbers. 2. Low prices secured by our policy of shipping only in quantities of 500 lbs. (the equivalent of 1 case) or more at a time—any shipment being assorted if desired from the various grades, weights, colors and finishes of our entire line.

Any substantial printer on this continent can do a more satisfactory and profitable stationery business by purchasing bonds and writings on our economical plan. We carry every possible grade and size. Our prices range from 6 to 16 cents. With rare exceptions we invariably make shipment on the day an order is received. If you are a big enough man to buy economically, write for our complete sample-book and let us put you on the mailing-list for our famous house organ, "Wroe's Writings."

CONSTRUCTION



BOND

The highest class printers, lithographers and engravers in the 180 principal cities of the United States and Canada are now buying from us and enthusiastically pushing our nationally advertised brand, Construction Bond, 13 cents a pound. We are seeking other high-class customers on this grade in cities where it is not represented.

Parisian Novelty Company



CREATORS AND MAKERS *of*

ADVERTISING SPECIALTIES

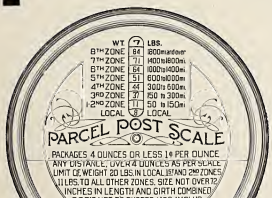
55,000 Square Feet of Floor Space Devoted to

ORIGINATING AND MANUFACTURING

Mirrors, Tape Measures, Fobs, Paperweights, Safety Match Holders, Bill Hooks, Buttons, Badges, Etc.

CELLULOID PRINTERS

of Name Plates, Calendar Cards, Rules and Similar Articles



The Parisian Parcel Post Scale

WE ALSO INSTALL THE MACHINES AND FURNISH SUPPLIES FOR THE ABOVE AND AFFILIATED ITEMS

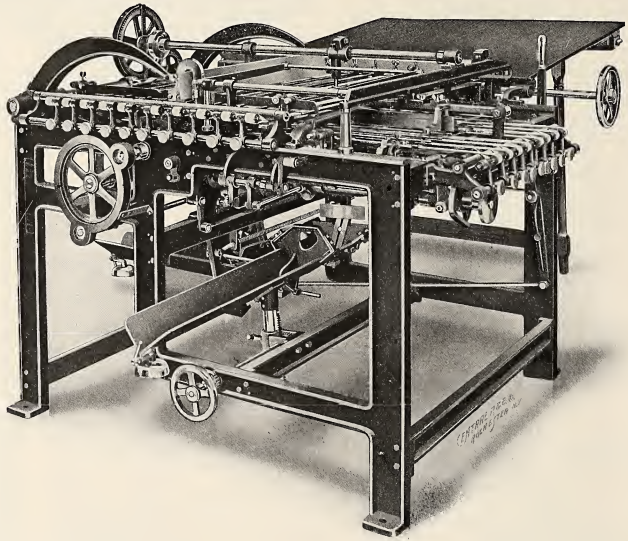
Write us to-day

Parisian Novelty Co.

CHICAGO, U. S. A.

No. 133
Book and Catalog Folder

Write for Details



MADE BY

Brown Folding Machine Company

Erie, Pa.

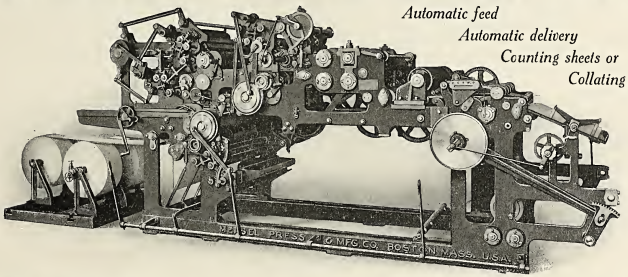
NEW YORK, 38 Park Row
ATLANTA, GA., J. H. Schroeter & Bro.

CHICAGO, 343 South Dearborn St.
DALLAS, TEXAS, 1102 Commerce St.

LARGE, FINISHED PRODUCTS IN ONE OPERATION

SAVE LABOR—POWER—FLOOR SPACE

Automatic feed
Automatic delivery
Counting sheets or
Collating sets



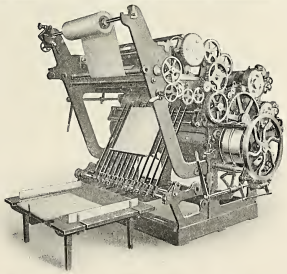
FULL WIDTH WEB can be printed, numbered, perforated both ways, punched, cut into sheets 22" long, counted and separated in packages of 50 or 100 sheets, The full width web can also be slit into 2, 3 or 4 strips, collated, cut into 11" long sheets, counted, making 50 sets of duplicate, triplicate or quadruplicates, ready for stitching or padding. It will also receive 2, 3 or 4 different grades or colors of paper, collate, cut into sheets 11" long, count and move 50 sets out of the way, making room for the next set. 8,000 to 10,000 full-size sheets, 18,000 sets duplicate. triplicate or quadruplicate per hour. Folder or Rewinder can be added.

We have other sizes

MEISEL'S ALL-SIZE · AUTOMATIC · ROTARY PRESSES

For Folded or Unfolded Products Serrated or Shear Cut

Our presses handle all kinds of paper from tissue to thin card board 4 to 8,000 impressions per hour



Prints on one or both sides in one or more colors

Cuts sheets from roll paper 12" to 44" in length, varying by 1/4" according to size of press

Automatic sheet feeders, feeding 4 to 5,000 sheets, can be put in place of roll feed

This illustration represents a press printing 1, 2 or 3 colors on one side in one operation. Perfect register at highest speed. Can be built to feed sheets by hand. Is well adapted for paper or cloth bags. Write for particulars to

MEISEL PRESS MFG. COMPANY

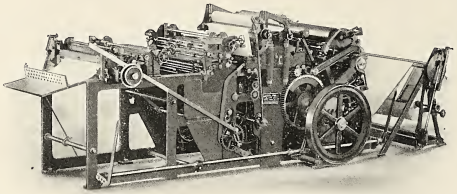
Designers and Builders of Automatic Presses Delivering Finished Products in One Operation
FACTORY, 944-948 DORCHESTER AVENUE, BOSTON, MASSACHUSETTS

AUTOMATIC
BED AND PLATEN PRESSES

With or without attachments, built in several sizes, print one or both sides of roll paper in one or more colors, from type or flat plates. Cuts sheets from 1" to 30" in length.

For Labels, Tickets, Transfers, Folding Boxes, up to 16″ x 28″ in size

Cut and Crease in addition to printing 1, 2, 3 or 4 colors



Shipping Tags from 15,000 to 30,000 per hour Folded Products

Die Cut, Emboss, and do other special operations

The above cut illustrates a press printing top side in one or two and under side in one color, with numbering, cross and lengthwise perforating and slitting attachments.

The *best constructed*

The *most powerful*

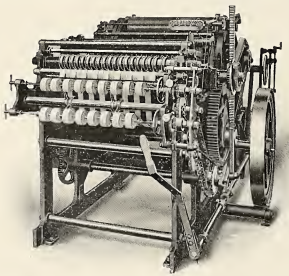
The *most durable*

The *speediest* of its size

The *best built*

The *quickest* to adjust

The *cheapest* in the long run



Delivers finished products in one operation ready to ship

Perfect Register

Cuts sheets *perfectly square* and of equal length

Always ready Does not tire

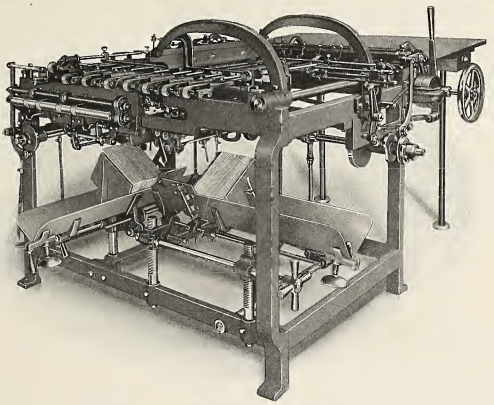
This cut illustrates the same press slitting and rewinding 2-color gummed labels.

We have many other illustrations of this style press, showing attachments and deliveries of other products, which are yours for the asking. Samples of the work to be produced sent with your inquiry is a great help for us to select the machine best suited. We have drawings and patterns for many special machines; if we do not have what you require we can design and build you one. Try us. We have over 30 years experience; we are the pioneers in this line. We have no salesmen to trouble you.

MEISEL PRESS MFG. COMPANY

Designers and Builders of Automatic Presses Delivering Finished Products in One Operation

944 TO 948 DORCHESTER AVENUE, BOSTON, MASSACHUSETTS



The DEXTER
STANDARD JOBBING FOLDER

Dexter Jobbing Folders will fold sheets in the following range of sizes:

8½	x 11	inches	to 19	x 25	inches
12	x 16	"	to 26	x 40	"
12	x 16	"	to 35	x 48	"
14	x 19	"	to 38	x 52	"
19	x 25	"	to 40	x 56	"
24	x 36	"	to 42	x 62	"
28	x 42	"	to 46	x 66	"

We will serve you as efficiently as we have the writer of the following letter:

New York, Sept. 5th, 1912.

"The Dexter Folder Company, 200 Fifth Ave., New York, N. Y.

Gentlemen: — Regarding the inquiry, we are pleased to say that our Dexter Jobbing Folder is giving entire satisfaction and does all or more than is claimed for it, so much so that we are seriously considering adding to our folder equipment a larger size of the same style folder. Yours very truly,

American Bank Note Company.
Typographic Division,
W. S. Carroll, Superintendent."

The Dexter Jobbing Folder catalogue is yours for the asking

DEXTER FOLDER COMPANY

FOLDERS, CROSS CONTINUOUS FEEDERS, PILE FEEDERS, CUTTERS

NEW YORK CHICAGO PHILADELPHIA BOSTON

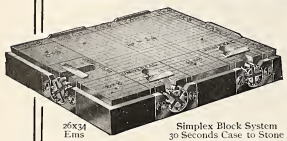
ATLANTA, GEORGIA
DODSON PRINTERS SUPPLY CO.

SAN FRANCISCO
H. W. BRINTNALL
E. G. MYERS, DALLAS, TEXAS

TORONTO, CANADA
THE J. L. MORRISON CO.

Are Your Pressmen Working Under a Handicap?

IN *your* pressroom are the pressmen working under the handicap of obsolete plate-mounting methods? Are they devoting an excessive amount of time to make-ready and registering plates simply because your present plate-mounting equipment is not wholly efficient? Is the quality of your work, cost considered, up to the standard you are striving to maintain?



26x34 Ems — Simplex Block System 30 Seconds Case to Stone



Simplex Block System in Cabinet

Our representatives have gone into plants that prided themselves on their efficiency and by installing an *Expansion or Simplex Plate-Mounting Equipment* suitable to the special line of work, have produced results which astounded and pleased the superintendents.

This has happened so often with us that we feel quite safe in saying we are able to go into *your* plant, and by installing the proper equipment, enable you to secure greater economy and increased efficiency.

Write for our new booklet, "Mounting and Registering of Printing Plates"—the most comprehensive treatise on this subject ever published—sent free on request.

The Challenge Machinery Co.

Salesroom and Warehouse,
124 South Wells St., Chicago

GRAND HAVEN, MICH.

THE ART CAXTON PLATEN PRESSES

Manufactured by John Haddon & Co., London, England

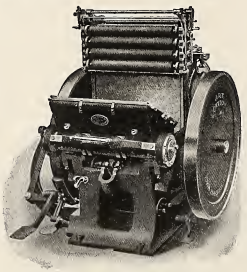
ARE

The Largest Sized Platens on Market

18x22½ Inches (*inside*) Chase

and have

THE LARGEST-SIZED FORM ROLLERS AND DISTRIBUTORS 2¾ INCHES IN DIAMETER (INTERCHANGEABLE).



Sole American Agents

H. HINZE MACHINERY CO., New York

TRIBUNE BUILDING

BEST MACHINE MADE

STEEL THROUGHOUT

FULLY GUARANTEED

American Model 30



№ 12345

Impression of Figures

5 Wheels $5.00
Less Than One Cent a Day

DEALERS EVERYWHERE

American Numbering Machine Company

224-226 Shepherd Ave., Brooklyn, N. Y.
119 W. Washington St., Chicago, Ill.
2 Cooper St., Manchester, England

6 Wheels $6.00
Less Than One Cent a Day

Buckled, Crinkled

and other deformed stitches are not born of

Brehmer Stitching Machines

Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain.

CHARLES BECK CO.
609 Chestnut Street, Philadelphia

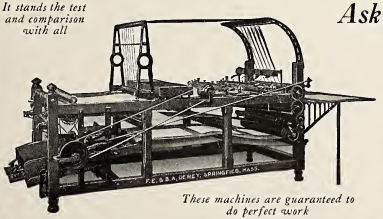


THE FRANKLIN COMPANY

DESIGNERS, ENGRAVERS of PLATES by ALL PROCESSES
ELECTROTYPERS, CATALOG AND BOOKLET PRINTERS

720-734 S. DEARBORN ST.
CHICAGO

It stands the test and comparison with all



These machines are guaranteed to do perfect work

Ask the Binder Who Runs One

Any bookbinder who has ever used the

DEWEY RULER

will bear testimony as to its high character, dependability and longevity of perfect service.

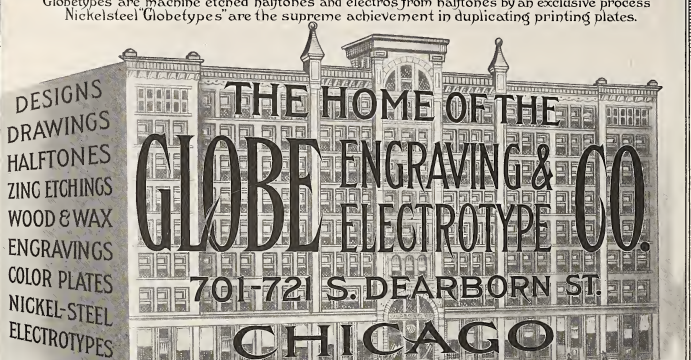
Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

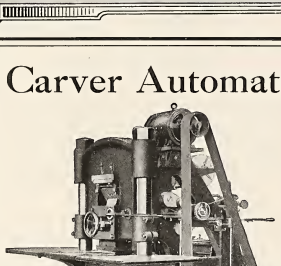
F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

Carver Automatic Die and Plate Presses



Size 6 x 10 inches.

Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

6 x 10 in. $4\frac{1}{2}$ x 9 in.
$3\frac{1}{2}$ x 8 in. $2\frac{1}{2}$ x 8 in.
$2\frac{1}{2}$ x 4 in.

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.


By Every Test the Best
Peerless Black stands alone as THE black which makes the finest litho half-tone, letter-press and book inks and inks to be used on fast-running presses.
THE PEERLESS CARBON BLACK COMPANY
THE PEERLESS CARBON BLACK CO.
PITTSBURG, U.S.A.
Binney & Smith Co.,
Sole Selling Agents
81-83 Fulton Street,
New York, U.S.A.
BRANCH OFFICES IN EUROPE
63 Farringdon Street, London, E.C.
Kaufmannshaus, 17a Hamburg
90 Rue Amelot, Paris.
PEERLESS CARBON BLACK

397767



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality, and with our nickel-steel shell are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO. 24-30 South Clinton Street, CHICAGO

Universal-Peerless Rotary Perforator



Hyphen-cut Perforation, Knife-cut Perforation, Slitting Heads, Loose-leaf Creasing Heads. Gang Scoring Heads for Booklet Covers. Straight Line of Perforation Guaranteed. Perfect Register. Three Sizes, 30 in., 36 in. and 42 in. wide.

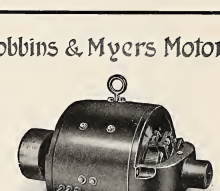
Catalogues on Application. Sold by all Dealers

MANUFACTURED BY

A. G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

Robbins & Myers Motors



Quick Starting and Stopping

and fine regulation of speed. These are the source of economy to be sought in electric drive. We have been making motors and equipping printing machinery for fifteen years. Our motors are driving some of the largest and most important print-shops in America, and we know how.

The Robbins & Myers Co.

Main Offices and Factory:

SPRINGFIELD, OHIO

BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Inks That Are Used in Every Country Where Printing is Done

KAST & EHINGER
GERMANY

Manufacturing Agents for the United States, Canada, Cuba and Mexico

Charles Hellmuth

PRINTING AND LITHOGRAPHIC

INKS

DRY COLORS, VARNISHES

SPECIAL OFFSET INKS

NEW YORK
154-6-8 West 18th Street
Hellmuth Bldg.

CHICAGO
536-8 South Clark Street
Rand-McNally Bldg.

The World's Standard *Three and Four Color Process Inks*. Gold Ink worthy of the name.

Originators of Solvine. Bi-Tones that work clean to the last sheet.



Printers Win Advertising Positions

Printers everywhere are winning well-paid positions as advertising men because their knowledge of printing, layouts and type effects is a good foundation for the work.

The International Correspondence Schools have a way by which you can turn ***your*** printing knowledge to particularly good account. An I. C. S. training in the various branches of advertising will help you win a position where the work will be pleasant and the salary a good one.

You can qualify at home, and in your spare time through I. C. S. help. To find out how easy and thorough the I. C. S. method is, sign and mail the attached coupon to-day.

You will find the Advertising Course of the I. C. S. extremely interesting. It teaches you the science of type and layouts—shows you how to write copy—how to follow up inquiries—how illustrations are suggested and made—mediums selected—catalogues and booklets written—***everything*** about advertising.

For more money and a better position, mail the coupon to-day. In doing this you assume no obligation whatsoever. Do it ***Now.***

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____



Style 3 Duplex O-A Automatic Striker Ruling Machine

HICKOK
Paper-Ruling Machines
AND
Ruling Pens
Bookbinders' Machinery

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
ESTABLISHED 1844 INCORPORATED 1886
MILLER & RICHARD, Sole Canadian Agents, Winnipeg and Toronto

Roberts Numbering Machine Company
Successor to THE BATES MACHINE CO.

696-710 Jamaica Avenue, Brooklyn, N. Y.

Model 27-A



For General Job Work

Absolutely Accurate

Fully Guaranteed

Side Plates Without Screws

Always in Stock

Five Figure-Wheels

№ 12345
Facsimile Impression
Size 1½ x 1⅝ inches.

ROBERTS' MACHINES
UNEQUALLED RESULTS
MAXIMUM ECONOMY
No Screws
To Number Either Forward or Backward



View showing parts detached for cleaning

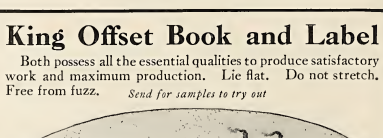
Printers—
If you want to produce
Highest Quality Printing
at Least Cost
use
HUBER'S PRINTING INKS

J. M. HUBER 732 Federal Street CHICAGO
JOHN MIEHLE, Jr., Mgr.
NEW YORK BOSTON PHILADELPHIA BALTIMORE
ST. LOUIS SAN FRANCISCO OMAHA CINCINNATI

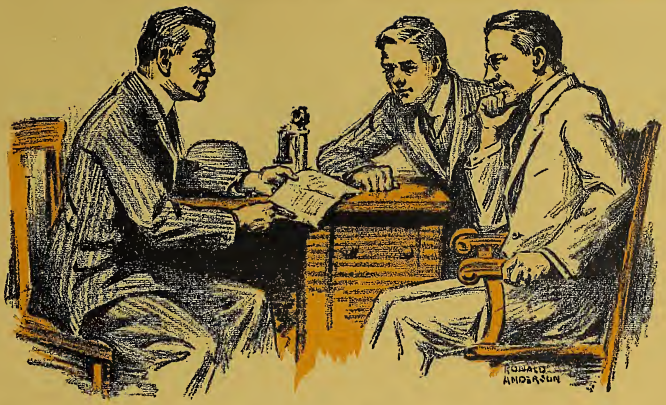
SUPERFINE
KING ENAMEL
SUPERFINE

KING PAPER COMPANY
KALAMAZOO, MICHIGAN
MANUFACTURERS OF
Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

King Offset Book and Label
Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch. Free from fuzz. *Send for samples to try out*



Also read the reverse side of this page.



This *Printer* is Telling Them How

HE is telling them how to advertise *Direct-by-Mail.*

That's what every printer should be able to do, to advise his customers intelligently how to advertise their business by means of Letters, Booklets and Catalogs.

Consider the tremendous growth of newspaper and magazine advertising—from a total annual expenditure of fifty to three hundred and fifty million dollars in the last ten years.

This business did not walk into the offices of the newspaper and magazine publishers and demand accommodation; it was created by keen, capable advertising men—salesmen who knew what advertising could do in helping to sell goods.

They didn't wait for the manufacturer to come to them; they went to him with complete advertising plans, ideas and copy, to advertise his business.

The manufacturer didn't know any more about newspaper and magazine advertising than the average buyer of printing knows today about what sort of letters and catalogs to put out to sell his product.

But the newspaper, magazine and agency advertising men told him how—taught the manufacturer to use their particular kind of advertising, and convinced him of its value.

What are you printers doing to teach manufacturers how to use your product, *Direct Advertising*, and to increase the use of Letters, Booklets and Catalogs?

Fighting for business already in existence, taking the job as it comes along according to the same old cut-and-dried specification, with no real advertising knowledge of its purpose or how to improve its efficiency, will never win any considerable degree of prosperity for the printer.

The successful printer of today and of the future must know all about *Direct Advertising*—must be thoroughly prepared to promote and dominate its development.

We are in partnership with you in this logical development of more and better Letter, Booklet and Catalog Advertising.

We believe in Direct Advertising, and have Trade-Marked our papers so that you and your customers may identify them. The "Eagle A" Trade-Mark, Water-Mark appears in 34 Brands of Bond Paper.

Tell us your particular needs in Bond, Book, or Cover Paper and we will co-operate with you most intelligently.

THE WATER MARK OF QUALITY

AMERICAN WRITING PAPER COMPANY

THE WATER MARK OF QUALITY

MANUFACTURERS OF THE "EAGLE A" TRADE-MARKED WATER-MARKED PAPERS

HOLYOKE, MASSACHUSETTS

For Your Guidance, Protection and Profit

FOR YOUR GUIDANCE our Bond, Linen and Ledger Papers are Trade-Marked with the Water-Mark of "the Eagle and the A." The "Eagle A" has come to be known as "the Water-Mark of Quality" because all papers bearing it reflect the Experience, Resources and Facilities of a 29-Mill organization.

YOUR PROTECTION in handling "Eagle A" Writing Papers lies in the fact that each paper is distributed for us by a designated Selling Agent—and is never sold by us direct to the Consumer—your customer.

Because of the demand which our Advertising is creating for "Eagle A" Papers their sale permits of a *good, legitimate profit for you—the Printer.*

These are the



The Leaders of the Market

"EAGLE A" BONDS

AGAWAM
ARCHIVE
BANKERS
CONSOLS
CONTRACT
COUPON
DEBENTURE
DERBY
DUNDEE
FABRIC
GOVERNMENT
HICKORY
INDENTURE
JAPAN
MAGNA CHARTA
NORMAN
OLD HEMPSTEAD
PERSIAN
QUALITY
REVENUE
RIVAL
ROMAN
SECURITY TRUST
STANDARD
UNIVERSAL
And Nine Others

"EAGLE A" LINENS

THE AMERICAN
HORNET
NATIONAL
PURE LINEN STOCK
THE CENTURY
And Twenty-five Others

"EAGLE A" LEDGERS

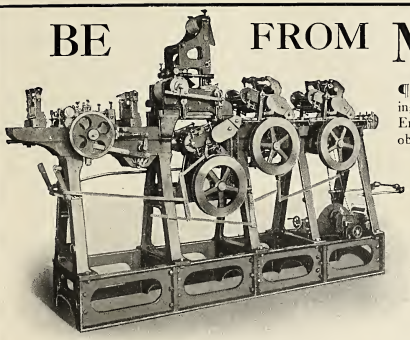
ARCHIVE
BANKERS
BANK RECORD
BRUNSWICK LINEN
CAPITOL
COLUMBIAN
GOVERNMENT RECORD
LEGAL LINEN
MERCHANTS LINEN
MILAN LINEN
OLYMPIA
PARCHMENT
RUSSIAN LINEN
SERVIA
TREASURY
And Seven Others

MANUFACTURED BY

AMERICAN WRITING PAPER CO.

HOLYOKE, MASSACHUSETTS — TWENTY-NINE MILLS

BE FROM MISSOURI



¶ When we showed the manager of a large printing-plant that already included several *older* New Era Presses, a sample of the splendid distribution obtained on the *new* presses, he said, "I'm from Missouri and you will have to show me the press actually doing that job before I will believe you can do such good work on your machine." We *did* show him, and as a result he ordered a new press.

¶ The New Era is a high-speed flat-bed and platen press built in sections. Assembled to print as many colors as desired on one or both sides of paper; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs.

LET US SHOW YOU WHAT **THE NEW ERA PRESS** CAN DO FOR YOU

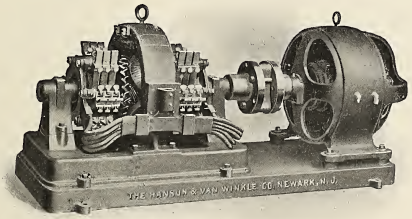
BUILT BY **THE REGINA COMPANY**

Manufacturers of High-Grade Specialties

217 Marbridge Building, 47 West 34th Street NEW YORK CITY

THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid
Depositing
Self
Exciting
Or
Separately
Excited



High
Commercial
And
Electrical
Efficiency
Low
Temperature
Rise

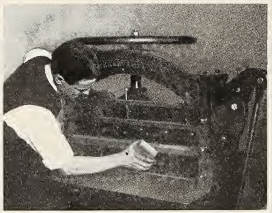
Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

BUY FROM THE MANUFACTURER

The Hanson & Van Winkle Company

NEWARK, N. J., U. S. A. BRANCHES: Chicago, Ill.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.



Consider the Paper Cutter Knife

The paper cutter knife is a heavy blade of steel with an edge that should be sharp. Either it will cut paper stock as it should be cut—without feathering, without waste—or it can spoil stock and slash profits.



The Carborundum Machine Knife Stones



will keep the paper cutter knife always keen, smooth-cutting, as it should be. Three or four strokes of the stone and the edge is there. The little stone postpones the need of grinding.

Made in two shapes, round and square
From your hardware dealer or direct, $1.50

The Carborundum Company
Niagara Falls, N. Y.

Are You Alive

To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States

GUARANTEED
FLAT FLAT
GUMMED PAPER

Appears Only on "IDEAL" Brands

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

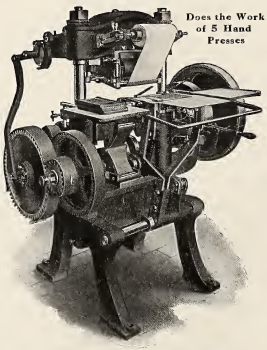
Ideal Coated Paper Co.

BROOKFIELD, MASS.

New York: 150 Nassau St. Chicago: 452 Monadnock Bldg.

What Do You Think of the

"Krause" Automatic Gold Leaf Stamping Press?



Write for Samples and Particulars

Sole American Agents:

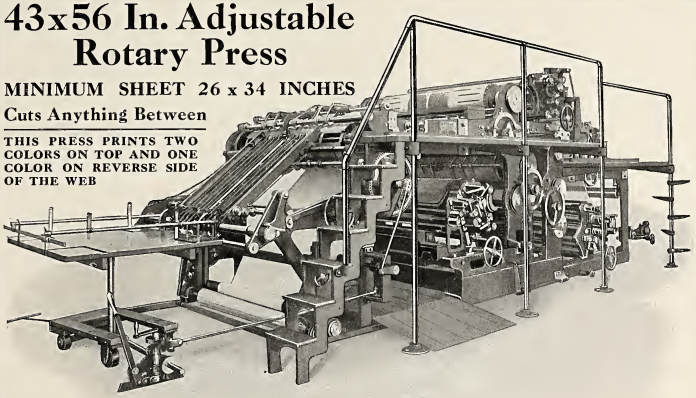
H. HINZE MACHINERY CO., Tribune Bldg. **New York**

43x56 In. Adjustable Rotary Press

MINIMUM SHEET 26 x 34 INCHES

Cuts Anything Between

THIS PRESS PRINTS TWO COLORS ON TOP AND ONE COLOR ON REVERSE SIDE OF THE WEB



KIDDER PRESS CO., Main Office and Works, Dover, N. H.

New York Office: 261 Broadway **GIBBS-BROWER CO., Agents**

REPRESENTED IN ALL PRINCIPAL COUNTRIES OF THE WORLD.

GOLDING MACHINERY

Most progressive printers are satisfied with the durability, productive and profit-earning ability of Golding Jobbers and Golding Paper Cutters, but as we have discovered some new features that mean decided improvements in these machines, it is simply a free gratis offering of greater durability, economy and efficiency that should be taken by all printers.

GOLDING JOBBER

with Automatic Brayer Fountain, Duplex Distributor, Eccentric Throw-off, Steam Fixtures with Automatic Belt Shifter and Quick Stop Brake or direct electric fixtures with belt friction drive and automatic stop and release.

SOME 1913 IMPROVEMENTS

Noiseless, Adjustable Disk Movement, Positive Locking Chase Clamp, added general strength, improved grippers, increased roller movement to Duplex and Vibrating Rider with automatic release.

GREAT STRENGTH—INK DISTRIBUTION EXTRAORDINARY—SPEED

The 1913 Model Golding Jobber stands head and shoulders above all previous models.

GOLDING PAPER CUTTERS

Sizes 26, 30, 34 and 36 inches. Hand Lever, Hand Wheel, Power and Auto Clamp.

We are offering a 1913 model which has already been thoroughly tried out in many print-shops, and its exclusive features make it stand out above all others.

Double Shear Knife, Roller Bearing, Adjustable Interlocking Positive Back Gage, Safety Starting Lever, Box Base, Graduated Bed, rigid, accurate, simple, fast, and convenient to operate.

ADDITIONAL PRODUCTS

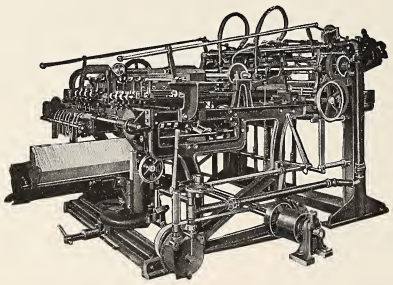
The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzin Cans, Composing-sticks.

Send Out a Line for Catalogs

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators.
Equipped with combing-wheel automatic feeder or with hand-feed table.

CHAMBERS BROTHERS CO.

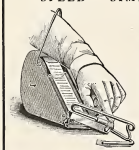
Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

The Robert Dick Mailer

Combines the three great essentials to the publisher:
SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.

Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.

Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.

Yours very truly, B. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

Eagle Printing Ink Co.

24 CLIFF ST., NEW YORK

BLACKSTONE BLACK

NON-OFFSETTING

The densest, cleanest working Half-Tone Black made

Try It and Be Convinced

CHICAGO
705 S. Dearborn Street

DETROIT
17 Park Place

TRADE MARK "Micro-Ground." COES

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

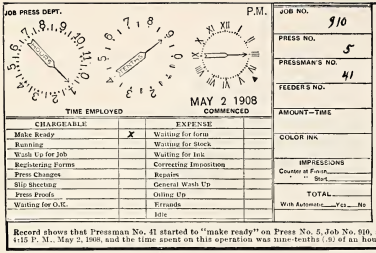
TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

TRADE MARK "Micro-Ground." COES



Record shows that Pressman No. 41 started to "make ready" on Press No. 5, Job No. 910, at 4:15 P. M., May 2, 1908, and the time spent on this operation was nine-tenths (.9) of an hour.

In Any Cost System

where the hourly charge for service includes machine time and expense as well as labor, errors in time records make a serious difference in the results.

Calculagraph Records

of Elapsed Time are the only safe time records to use, and they will fit any cost system. They are also best for pay-rolls. Impossible for the Calculagraph to make mistakes.

Ask for our free booklet, "Accurate Cost Records in Print-Shops.

CALCULAGRAPH COMPANY

1460 Jewelers Building, New York City

The Ries Knife Sharpener

Will keep your cutter knives sharp all the time.

Ask your Jobber about it.



Manufactured by

SACKSTEDER BROS., Tiffin, Ohio

For Sale by All the Leading Jobbers

Talbot's Composition Truck Rollers

For Gordon Presses Means Larger Life to the Press, Also More and Better Work



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to me.*

J. W. TALBOT 401-405 South Clinton Street, CHICAGO

A Change in the Character

of our equipment makes it possible for us to sell the following machines. These machines are modern and in first-class condition. They can be seen at our plant, 15th and Pine Streets, Saint Louis.

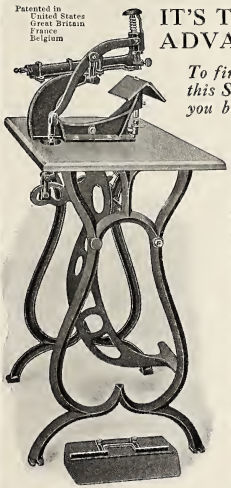
Miehle Presses.
New Jersey Stitchers.
Peerless Perforating Machines.
Fuchs & Lang Bronzing and Pebbling Machines.
Ward & McLean Punching and Stringing Machines.
Chandler & Price Jobbers.
Rosback Punching Machines.
Singer Sewing Machines.
Anderson Chopper Folding Machines.
Brown and Dexter Folding Machines.
Seybold Cutters and Trimmers.
Latham Automatic Numbering Machines.
Roth Embossing Press with attachments.
Sanborn Power Smashing and Embossing Machines.

Complete Monotype Equipment with job attachment.

Motors for all machines will be sold with same, or separately.

Greeley Printery of Saint Louis

Patented in
United States
Great Britain
France
Belgium



IT'S TO YOUR ADVANTAGE

To first investigate this Stitcher before you buy any other.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economical and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.
112 North Ninth Street,
Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

A Card for Progressive Printers

Appearance of Our Neat Cards in Case



Every printer knows the business that pays best, that affords the largest profits and the surest pay, is high-class work. Cheap printing invariably is for cheap customers—a not altogether desirable patronage.

Peerless Patent Book Form Cards

do not appeal to cheap customers. Users of these cards are the strongest, most wide-awake, most progressive, most up-to-date men of a community. These cards need only to be brought to the attention of such men to make them users. Surely every progressive printer wants and desires to hold such customers. Here is the way. Supply them with these famous cards, and they will supply you with a patronage you may have sought for years. There is no word picture that carries an adequate idea of these cards. They must have been seen and used to be appreciated. You will appreciate them the instant you examine them. Send for a sample book to-day and satisfy yourself that the edges are absolutely smooth—mechanically perfect—**even though they are detached one by one from the book or tab.**

Send to-day. Ask for our suggestion how to use them as the best trade-builder progressive printers can find

The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

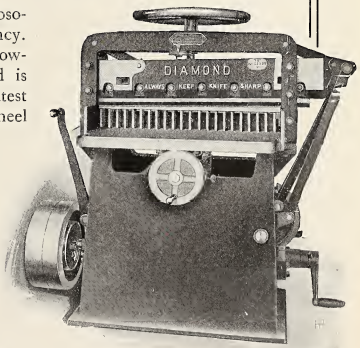
52-54 East Adams Street Chicago, Ill.

Diamond Power Cutters 30 & 32 Inch

THE DIAMOND POWER CUTTER represents absolutely the very highest stock-cutting efficiency.

It is operated by a worm gear, the most powerful drive known. This gear runs in oil and is practically everlasting. The clutch is of the latest approved friction type. It grips the drive-wheel instantly and powerfully, driving the knife at a speed of twenty-four cuts per minute without strain or jar.

Other prominent features are: Center bed supports, steel tape scale back gauge indicator, quick-acting back gauge screw, easily squared adjustable split back gauge, and many other time and labor saving conveniences. Simple, efficient adjustments for taking up wear insure permanent accuracy. Every danger point safeguarded. Two sizes, 30 and 32 inch. Write for circular.

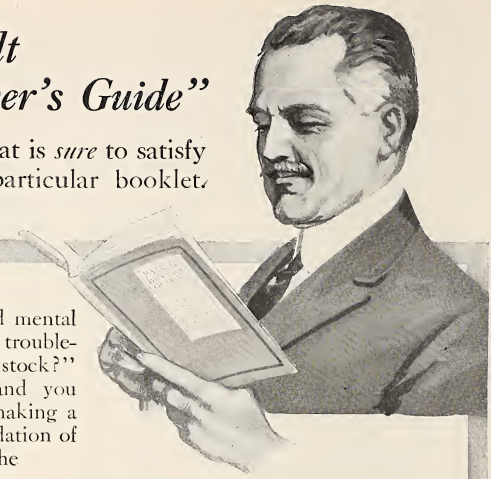


The Challenge Machinery Company, Grand Haven, Mich.
Chicago Salesroom, 124 South Wells St.

In stock and for sale by Type Founders and Dealers in all Principal Cities

Consult "The Paper Buyer's Guide"

when you want a stock that is *sure* to satisfy your customer on any particular booklet.



It will save you time and mental effort trying to decide that troublesome question, "What stock?" Follow its suggestions and you will not run the risk of making a mistake on the very foundation of a booklet—the paper. The

Warren Standard
Book Papers

shown in this Guide are the best and safest to use for the purposes suggested. Cameo Paper, for example, cannot be excelled for the high-grade booklets. The Guide shows the wonderful duo-tone and photographic effects on Cameo. Type gains in legibility and dignity on its soft, velvety surface.

Send for "The Paper Buyer's Guide"

because you really need it no matter how experienced you may be in paper selection. Free to managers who request it on their business letterhead.

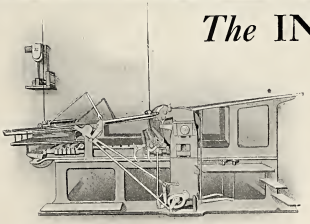
S. D. WARREN & CO., 160 Devonshire Street, Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated Book Papers

WARREN STANDARDS ARE CARRIED BY

Baltimore, Md. - - - Smith, Dixon Co.
Boston, Mass. - The A. Storrs & Bement Co.
Buffalo, N. Y. - - The Alling & Cory Co.
Chicago, Ill. - - J. W. Butler Paper Co.
Cleveland, Ohio - Cleveland Paper Mfg. Co.
Cleveland, Ohio - - Kingsley Paper Co.
Dallas, Texas - Southwestern Paper Co.
Denver, Colo. - - The Peters Paper Co.
Grand Rapids, Mich., Central Michigan Paper Co.
Houston, Texas - Southwestern Paper Co.
Kansas City, Mo. - - Interstate Paper Co.
Los Angeles, Cal. - - Blake, Moffitt & Towne
New York City, 32 Beecker Street, Sole Agent, Henry Lindenmeyr & Sons
New York City (for export only), National Paper & Type Co.
Milwaukee, Wis. - - Standard Paper Co.
Philadelphia, Pa. - - Magaree & Green Co.
Pittsburgh, Pa. - - The Alling & Cory Co.
Portland, Me. - - C. M. Rice Paper Co.
Portland, Ore. - - - Blake, McFall Co.
Rochester, N. Y. - - The Alling & Cory Co.
St. Louis, Mo. - Mississippi Valley Paper Co.
San Francisco, Cal. - Blake, Moffitt & Towne
Scranton, Pa. - - - Megargee Bros.
Seattle, Wash. - - - American Paper Co.
Seattle, Wash. - - - Mutual Paper Co.
Spokane, Wash. American Type Founders Co.
Vancouver, B. C. American Type Founders Co.

Constant excellence of product is the highest type of competition



The INVISIBLE INCOME

One of the sources through which an invisible income is added to the resources of a well managed printing-plant is that of a really effective method of eliminating electricity from paper stock. The

Chapman Electric Neutralizer

has proved to be such a method. It reduces spoilage, increases output, improves quality. It refreshes the atmosphere and cheers the foreman.

WE ALSO OFFER THE
U. P. M. VACUUM BRONZER
Not the cheapest to buy, but the cheapest to pay for

WE ALSO OFFER THE
U. P. M. AUTOMATIC CONTINUOUS PILE FEEDER
Not a feeder to be fussed with, but one to be used

SOLE SELLING AGENTS
UNITED PRINTING MACHINERY CO.
Jamaica Plain, Boston — 116 East 13th Street, New York
Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

The Juengst Gatherer-Stitcher-Coverer

WILL do five operations, namely, gather, collate, jog, stitch and cover, at one and the same time, thus saving floor space and labor.

The number of operators necessary to produce 3,000 books per hour, of ten sections, would be five.

Also

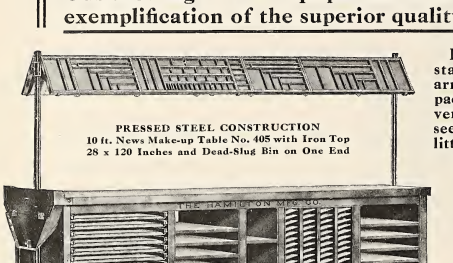
Juengst Gatherer-Wireless Binder

WHICH does four operations at one time, namely, gather, collate, jog and wireless bind, producing 3,000 books per hour, which lay *flat when open*, with five operators.

GEO. JUENGST & SONS, Croton Falls, New York
WE HAVE NO AGENTS

AN ECHO FROM THE TOLEDO CONVENTION

Our showing of steel equipments at the Toledo Exposition was an exemplification of the superior quality of the Hamilton product.



PRESSED STEEL CONSTRUCTION
10 ft. News Make-up Table No. 405 with Iron Top
28 x 120 Inches and Dead-Slug Bin on One End

In originality and beauty of design, stability of construction, economical arrangement of working materials, compactness and superior finish the general verdict as expressed by visiting printers seemed to be unanimous that there was little chance for improvement.

We feel that we have no excuses to offer. We are satisfied in LETTING THE GOODS SPEAK FOR THEMSELVES, as we flatter ourselves was the case at Toledo. The verdict seemed to be that the Hamilton line of steel equipments is without a competitor, quality considered, and we will try and maintain that position.

Five new equipments are now under construction in the Hamilton shops. These goods will be installed in the composing-rooms of five leading newspaper plants in the United States and Canada.

Public announcement of these installations will be made in a later advertisement. This will add five new members to the family of more than 80,000 satisfied users of Hamilton goods.

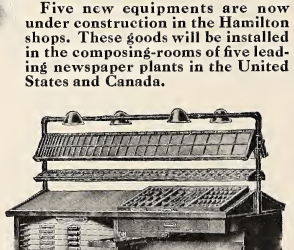
All the experience required in building these 80,000 equipments will enter into these new outfits coming from the Hamilton shops.

We have the equipment for building the goods right. We know the printers' requirements. We have the facilities necessary in giving prompt service. We keep our promises as to quality of product and time of delivery.

Every new user of Hamilton goods in pressed steel or wood construction is a booster for the Hamilton product. We can not afford the questionable luxury of dissatisfied customers.

Hamilton's composing-room equipments in wood and steel construction are sold by prominent typefounders and dealers everywhere.

Ask your supply man for information or write us direct and we will send the supply man and the efficiency engineer to you.



PRESSED STEEL CONSTRUCTION
Ad-man's Steel Cabinet No. 551

Our Customers Are Our Best Salesmen

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON EQUIPMENTS ARE SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

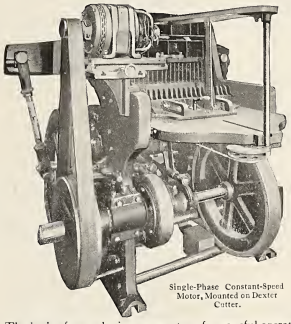
JUERGENS BROS. Co.

DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS

Phones
Franklin 400-401
Automatic 51234

166 West Adams St.
CHICAGO

ALTERNATING CURRENT
PRINTING-PRESS
MOTORS

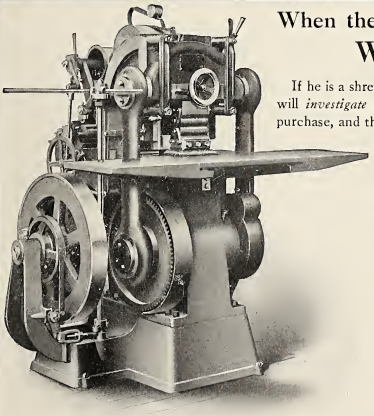


Single-Phase Constant-Speed Motor, Mounted on Dexter Cutter.

The basis of our sales is a guarantee of successful operation of the driven machine.

Send for Pamphlet No. 2454

Sprague Electric Works
Of General Electric Company
Main office: 527 W. 34th St., New York, N. Y.
Branch offices in principal cities



When the Printer Needs a New Press, What Does He Do?

If he is a shrewd, careful buyer, having a care for the future, he will *investigate* and *test* all competing presses before making his purchase, and this is where

THE MODERN DIE AND PLATE PRESS

makes good: simply because it answers the call of the present-day demand, and discriminating buyers when closely comparing and investigating can readily see the leadership claimed for this justly popular die and plate press.

Some Special Points for You to Think About:

It inks, wipes, polishes and prints at one operation from a die or plate 5 x 9 inches, at the speed of 1,500 impressions per hour.

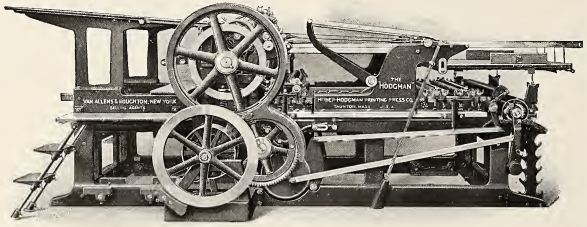
Will emboss center of a sheet 18 x 27 inches.

We manufacture two smaller sizes of press, also hand-stamping and copperplate presses.

Modern Die & Plate Press Manufacturing Co., Belleville, Ill.

New York Office: Morton Building, 116 Nassau Street

The Hodgman



EVERY printer knows that the three essentials which go to make good printing are: Register, Impression and Distribution.

When you buy The Hodgman, you buy perfect Register, an Impression that has absolutely no give, and a Distribution which is unequaled by any other make.

Add to this unlimited speed and a maximum of convenience and ease of running, and you have the acme of perfection in Two-Revolution Presses.

We back up our statements. Watch this ad.

Next time—remarks on Register.

The Huber-Hodgman Printing Press Co.

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE F. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass. **NEW YORK**

QUICK-ACTING—THAT'S THE KEY-NOTE



Saws, Trims, Miters, Notches, Undercuts, Bevels, Rabbets,

Miller Universal Saw-Trimmer

No matter what operation is required—from key mortising to planing cuts type-high—your printers get speedy, accurate results. Quick-acting gauges. Quick-acting vises. Quick-acting cutting tools.

That's the Miller

The only Accurate Type-high Planer for the Printer
Will plane ordinary sized cuts five per minute

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

Order through your dealer **Miller Saw-Trimmer Co.,** POINT BLDG., PITTSBURGH, PA.



Routs, Drills, Jig-Saws, Broaches, Planes Type-High

Miller Router and Jig-Saw

MASTER PRINTERS

For Illustration Printing Install

The Mechanical Chalk Relief Overlay Process

and Progress

All other overlay methods are antiquated and by *far* inferior.
Our licensees discarded such.
For samples of the *only* perfect overlay address:

WATZELHAN & SPEYER

183 William Street, New York

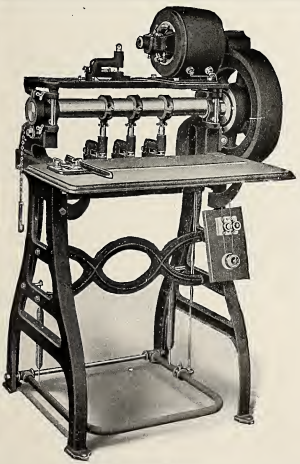
JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO



Style "C" Motor Drive

Why Not Buy the Best and Save the After Troubles

A Tatum Power Paper Punch
Fitted With Direct Connected *Motor*
for $180.00

¶ Tatum Paper Punching Machines are too well known to need description.

¶ Unusual strength of construction, combined with accuracy of workmanship, makes possible a great variety of work which may be accomplished by their use.

¶ We can show you wonderful results accomplished with our special combination or gang punches, made for every conceivable purpose.

Further information and complete catalogue on request

54 YEARS OF KNOWING HOW

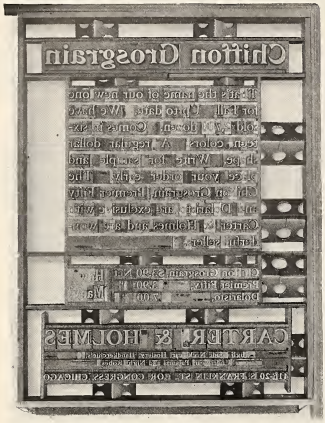
THE SAM'L C. TATUM CO.

Main Office and Factory:
Cincinnati, Ohio

"The Line of True Merit" TATUM

New York Office:
180 Fulton Street

Makers of "The Line of True Merit"



Page Showing Use *of* Automatic Spacers

This illustration shows the use of the Automatic spacers on the galley by the compositor at his case. Wherever blank space is required on a job, the compositor uses two Automatic spacers of the required number of ems, leaving only one lead on each side of the type-set lines, instead of filling the space with foundry-bought material. These spacers indicate to the Justifier operator the blank space to be filled with metal. Before pouring the metal always insert the brass liners, to hold type-set matter perfectly straight.

Automatic Justification

Trade Paper Ad. Page

Justification Finished

This shows an advertising page from a trade paper that has been justified on the machine and is ready to be locked up for press or electrotype foundry. The white spaces show the metal spacing between the type and the rule around the page. In justifying work of this kind the compositor should decide whether the page should be placed into the machine and the spaces filled with hot metal or individual metal pieces cast to size needed and set in by him on galley. Either way is practical.



Mr. Printer: You can SAVE a lot of money in your composing-room by installing this system. You are LOSING a lot of money every day you neglect it. Put it in AT ONCE — if it does not do all we claim for it, we will take it out and pay all your expense, so that the TRIAL WON'T COST YOU A CENT.

REMEMBER you are not simply putting in a machine, you are installing an EFFICIENCY SYSTEM in your composing-room that will cut your pay-rolls and material bills immediately, and do it every working day in the year.

AUTOMATIC JUSTIFIER CO., Hammond, Ind.

Chicago Sales and Demonstration Office, Marquette Building

FOR SALE BY ALL DEALERS IN PRINTERS' SUPPLIES

"Until type founders make type of steel, depreciation on foundry type is a needless waste of real money"

To all Buyers of Printing & Sellers of Composition

Why we advertise the advantage of machine-set Monotype composition or hand-set Monotype type:

Because foundry type once used is old type and old type is not as good as new Monotype type—which is new for every job.

Because the correction of matter set in foundry type includes the waste of compositors' time and your money changing bad letters for good letters. When Monotype matter goes to press it's all new type.

Because the cost of composition in foundry type does not end with the compositor but with the pressman, who shares with the compositor the labor of changing bad letters for good letters.

Because the use of foundry type means more make-ready on press. Monotype type saves make-ready because every type is new and accurate in height-to-paper.

Because more than half of the high-grade catalogues and over 90 per cent. of the best books and magazines printed in the United States are Monotype set.

The proof of Monotype quality shows in the cost sheet of every Monotype printer.

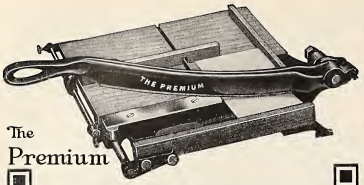
The Monotype sets type in justified lines 5 pt. to 18 pt. and casts type for the cases 5 pt. to 36 pt. Over 1075 faces to choose from.

Lanston Monotype Machine Company
Philadelphia

New York, World Building
Boston, Wentworth Building
Chicago, Rand-McNally Building
Toronto, Lumsden Building
Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

25

Set in Monotype Series Nos. 97J, 37E and 21E and Monotype Borders Nos. 153 and 139



The
Premium

A Daily Help to Better Work
in the Big or Little Print-Shop

BRADLEY CARD CUTTERS

For Trimming Proofs—

Show your customer proof on a sheet the size of the finished work. It shows him just how the job will look and hastens his O. K. A BRADLEY CUTTER trims proof to size quickly and accurately.

For Cutting Cards—

Small orders for cards are cut quickly and economically on a BRADLEY CUTTER with adjustable gauge which guarantees accuracy.

All the Work of the Big Scissors—

can be done with a BRADLEY CUTTER quicker and better than in the old way.

You can buy a Bradley Cutter for Ten Dollars—

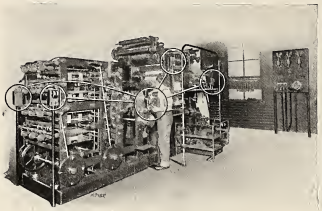
as pictured above—"The Premium"—with adjustable gauge. It will save time and labor in any print-shop and pay for itself fifty-two times a year.

Ask Your Dealer—

for circulars and prices on other styles and sizes—from $10.00 to $30.00.

Milton Bradley Company
Springfield, Massachusetts

The Monitor System
of Automatic Press Control





"Just Press a Button"

The Monitor System places at the finger ends of the operator complete and positive control of every movement required of the machine. It starts, stops, reverses, accelerates, decelerates, or may be limited to merely starting and stopping features with a safety or locking position.

It prevents accidents, saves the time of the man on the job and enables him to work faster with better results.

Its installation is simple and costs but little more than the old-fashioned, time-consuming, hand-controlled rheostat.

Write for Bulletin No. 21

Monitor Controller Company
111 South Gay Street, Baltimore

NEW YORK, 30 Church St. CHICAGO, 1045 Old Colony Bldg.
PHILADELPHIA, 804 Penn Sq. Bldg. BOSTON, 141 Milk St.
2140



AN AMERICAN WHO KNEW THE SOUTH AND MADE IT BETTER KNOWN

Who that had even the slightest introduction has not a warm place in his heart for "Uncle Remus?"

To be gentle and kind; to give much time to the pleasing of children; to teach them consideration for their little brothers of the field and air; to draw the minds of older folks toward young folks and dumb folks; to blaze a new and delightful path in literature; to live simply; to act sincerely; to love generously—was the gracious mission of Joel Chandler Harris.

Mr. Harris was himself a printer and the fact that his great popularity depended largely on the printed page, will, it is hoped, show the fitness of giving his name to the beautiful face of type shown on the reverse.

THE HARRIS ROMAN SERIES

Showing the New Sizes (24 to 72 Point inclusive) which Have Been Added Since it was First Introduced

5 Point Font $2 00 — 21 A $0 90 — 43 a $1 10

WHATEVER YOU DO, WORKMAN, SEE THAT IT IS DONE WELL

Take heart, all who toil! all youths in humble situations, all in adverse circumstances. If it be but to drive the plow, strive to do well; if only to cut bolts, make good ones; or to blow the bellows, keep the iron hot. It is attention to business that lifts the feet higher upon the ladder. Employ thy time well, if thou meanest to gain leisure. 123456

6 Point Font $2 00 — 23 A $0 90 — 47 a $1 10

A GOOD WORKMAN IS, USUALLY, A GOOD CITIZEN

A Job slighted, because it is apparently unimportant, leads to habitual neglect, so that men degenerate, insensibly, into bad workmen. Training the hand and the eye to do work well, leads individuals to form correct habits in other 123456

8 Point Font $2 25 — 22 A $1 05 — 43 a $1 20

STOOD THOUSANDS OF DEGREES OF HEAT

A severe test of fireproof construction was made some time ago on a sky-scraper, sixteen stories high. The architects were directed to 123456789

9 Point Font $2 50 — 22 A $1 20 — 44 a $1 30

HUNDRED ENTRY BLANKS FURNISHED

Athletic events arranged to take place at the Picnic given by the Broad Street Church next Wednesday, September the Fourth 1234567890

10 Point Font $2 50 — 20 A $1 15 — 40 a $1 35

ELEMENTS CREATE GREAT DAMAGE

Fierce wind and rain storm devastated the country for miles about; houses unroofed and many trees uprooted last night 123456

12 Point Font $2 75 — 17 A $1 30 — 38 a $1 45

RUSHING TOWARD THE BEACH

Ocean breezes are a delight after a torrid day in the crowded city 12345

14 Point Font $3 00 — 13 A $1 40 — 28 a $1 60

ADMIRE STYLISH WOMEN

Handsome gowns displayed at the Ortone Horse Show 123456

18 Point Font $3 25 — 10 A $1 55 — 21 a $1 70

MONSTER CAPTURED

Giant Quadruped in Toils

20 Point Font $3 25 — 7 A $1 55 — 14 a $1 70

REAPS HARVEST

Farmer is Delighted

24 Point Font $3 50 — 6 A $1 75 — 11 a $1 75

CLOUDS ARE MOVING

Thunder Storms Brewing

30 Point Font $4 25 — 5 A $2 05 — 10 a $2 20

GARDENS BLOOM

Nature's Gala Attire

36 Point Font $5 00 — 4 A $2 60 — 7 a $2 40

WILD BEASTS

Animals Chained

42 Point Font $6 25 — 4 A $3 25 — 7 a $3 00

FRUIT SOLD

Choice Basket

48 Point Font $7 50 — 3 A $3 90 — 6 a $3 60

Bands Hired

60 Point Font $9 60 — 3 A $6 00 — 4 a $3 60

POUNDS

72 Point Font $11 35 — 3 A $7 00 — 4 a $4 35

Counted

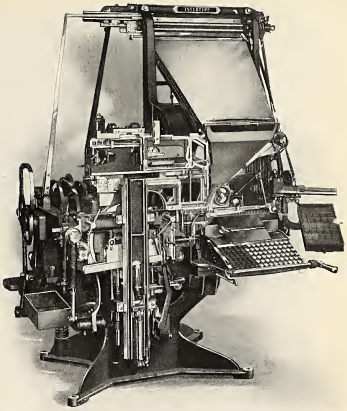
KEYSTONE TYPE FOUNDRY

PHILADELPHIA NEW YORK CHICAGO DETROIT ATLANTA KANSAS CITY SAN FRANCISCO

INTERTYPE

VERSUS

LINOTYPE



THE second patent suit brought against us by the Mergenthaler Linotype Company shows that they still think they can bluff and intimidate the printing trade as in the old monopoly days.

Unable to meet the INTERTYPE successfully on the basis of merit, and unwilling to meet our prices, they are attempting to frighten printers into thinking that it is unsafe to buy and use our machine.

Their first suit names three patents which they claim we infringe. The absolute absurdity of this claim is exposed in our booklet, "INTERTYPE versus Linotype," a copy which will be mailed to any one interested.

This suit failing to deceive, they have tried another. This time they name twenty-five separate patents. Their purpose in naming so many is obviously to prevent our exposing the absurdity of all of them in detail, as we have the three named in their first suit. Most of the twenty-five are as far-fetched and irrelevant as the first three.

This second patent suit is merely another attempt to intimidate prospective INTERTYPE purchasers.

Write us for other facts about the present composing-machine situation.

Every INTERTYPE purchaser is fully protected from any danger of suits for patent infringement.

INTERNATIONAL TYPESETTING MACHINE CO.

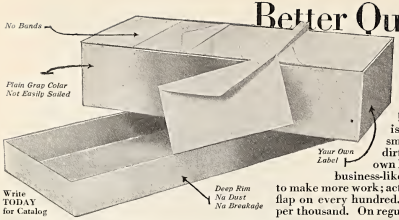
World Building
New York, N. Y.

Rand-McNally Building
Chicago, Ill.

316 Carondelet Street
New Orleans, La.

86 Third Street
San Francisco, Cal.

Better Quality—Better Prices



Get Your Stock Envelopes in **Dust Proof,** Non-Soiling Boxes Direct from Factory

Our new deep lid box that **keeps out dust** and **doesn't break** is a decided advantage. The smooth, gray surface shows no dirt—that means a lot. Your own label is on every box—looks business-like—gets business. No bands to make more work; actual count kept by extending flap on every hundred. Cuts the handling cost 5c per thousand. On regular and special envelopes we can save you money over jobbers' prices. And Sure-Sticks are what you want, higher cut and better gummed—can't open up—hence no kicks.

Let us tell you all about our system of economy in envelope-making from sheets you printed with the aid of our layouts.

A 10-M Trial Order
of any of our envelopes at CASE PRICE.

WESTERN STATES ENVELOPE COMPANY, Exclusive Manufacturers of Guaranteed SURE-STICK ENVELOPES 311 and 313 EAST WATER STREET Milwaukee

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street
BROOKLYN, N. Y.

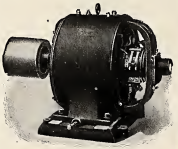


"HOOLE" Paging and Numbering Machine

Three Styles—Foot, Steam and Electric Power. Fastest, Simplest and Lightest Running Machine of its kind.

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds

What Are Your Power Requirements?



Why not buy your motors from specialists and get free advice on the subject? You will get better motors—lower prices—and more satisfactory service by doing so.

Motors for printing-presses have been our specialty for 21 years.

Write for our Printers' Guide—you will find it indispensable. Copy free to any printer.

The Triumph Electric Co.
Cincinnati, Ohio

BRANCHES IN ALL LARGE CITIES



With Cooper Hewitt Light You Can Operate 24 Hours a Day at Daylight Efficiency

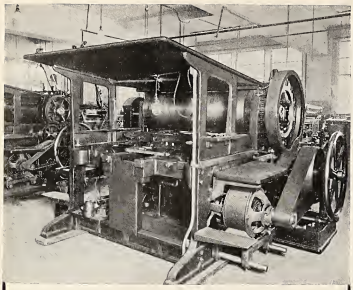
It is the ideal light for both press and composing room.

Ask the manager of any plant using Cooper Hewitt light (and it is used in the most efficient plants in the country), and he will tell you why he would not use any other light. To prove that Cooper Hewitt light is the best light for you, we will loan you lamps for trial.

Write for Bulletin 937 "Better than Daylight."

Cooper Hewitt Electric Company
8th and Grand Sts., Hoboken, N. J.


1914
THE FRANKLIN LINE
OF CALENDAR and ALMANAC
PLATES for 1914
NOW READY
March 1914
February 1914
1914 September 1914
1914 OCTOBER 1914
1914 December 1914
1914
April
JULY
1914 ~NOVEMBER~ 1914
July 1914
Catalogue showing the complete line and prices will be sent on request
THE FRANKLIN COMPANY
DESIGNERS • ENGRAVERS • ELECTROTYPERS
720-734 South Dearborn Street • • • Chicago



Some of the Reasons Why

Westinghouse Motors

For Printing Machinery

Are so Economical in Operation

These motors are very efficient, which means that the amount of current consumed by them is minimum.

By the Westinghouse method of speed control all running speeds can be obtained with practically no waste of current in resistance.

The maintenance expense of the motors is also very low. They need very little attention and rarely require repairs or renewal of parts. Since their useful life is very long, the cost of depreciation is very small.

But what is often of greater importance, their use is the best possible insurance against shut-downs and delays, thus reducing overhead expenses. And their wide speed range permits each job to be run at maximum speed, so that the time, and therefore the cost, of press work is minimum.

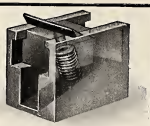
Taken together, these factors mean increased profits for the user of these motors.

Full Information on Request

Westinghouse Electric & Mfg. Co.
EAST PITTSBURGH, PA.
Sales Offices in 45 American Cities

WESTINGHOUSE ELECTRIC

HOGE HOOK



(Patented April, 1911)

AND

UPRIGHTGRAIN SECTIONAL BASE

(Patented July, 1912)



THE UPRIGHT SYSTEM

Write for special introductory prices

Uprightgrain Printing Base Co.
709-711 South Dearborn Street
Chicago, Ill.

Insurance Companies Now Recognize Baled Paper as a Protection from Fire



This assurance in itself is a big item to the Printer, Lithographer, Engraver, and Paper Dealer — to say nothing of the good profit to be realized in obtaining a greater price for your paper *when baled.*

Schick's All Steel Baling Press

keeps your establishment clean, requires little space; its operation is simple and powerful, and is substantially built. You can make your waste paper pay a handsome profit and this machine will pay for itself in a short time. Send for our proposition.

Ask us to send you our Catalogue "C"

Davenport Manufacturing Co.
Davenport, Iowa

Over Two Million Samples Weekly



ROYAL COLOR ELECTROTYPES

ARE results on your Color Printing as important to you as they are to The Curtis Publishing Company? Are you content with less than the Royal Standard of excellence—100% Perfect Color Electrotypes?

And would the Electrotypes you are now using pass the scrutiny of the Curtis Pressrooms?

What a satisfaction it would be for you to know that you are not suffering a constant loss through depreciation in the process of Electrotyping.

If the Curtis publications are not sufficient proof of the results you may expect on your own colorwork, send a set of Color Originals to the Royal Plant to be duplicated by the same skilled workmen who make the Color Electrotypes from which The Saturday Evening Post Covers are printed.

Read the Royal Address to Your Stenographer

ROYAL ELECTROTYPE COMPANY

616 SANSOM STREET, PHILADELPHIA

AT THE TOLEDO EXPOSITION THE

SWINK TWO-REVOLUTION PRESS



Duplicated its success at the New York Show. The speed and the excellence of the work produced attracted every attending printer to its money-making possibilities.

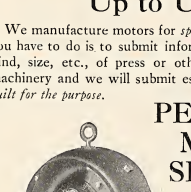
Sample of work and our catalogue will be sent you upon request.

THE SWINK PRINTING PRESS COMPANY

General Office and Factory: DELPHOS, OHIO

Put Your Motor Troubles Up to Us

We manufacture motors for *specific purposes*. All you have to do is to submit information concerning kind, size, etc., of press or other special printing machinery and we will submit estimate on a motor *built for the purpose*.



PEERLESS MOTOR SERVICE

insures uniform power at the least cost. When ready to install additional motors, write us. Let us prove the merits of the PEERLESS motor and you will use no other.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 1536 Monadnock Bldg. NEW YORK, 43 West 27th Street

And All Principal Cities

LOWER YOUR INSURANCE

Protect Your Plant by Using

JUSTRITE SAFETY BENZINE CAN

The can with a metal to metal NON-LEAKABLE VALVE

Approved by the National Board of Fire Underwriters

For GASOLINE, BENZINE, KEROSENE, TURPENTINE, NAPHTHA, ALCOHOL.

Air-tight, Fire-proof, Non-leakable, and simple and practical in application.

Special Funnel not required

Use ordinary funnel, which is held firmly in place while filling. Cap closes automatically when funnel is withdrawn.





JUSTRITE

Oily Waste Can

Opens with the foot—closes automatically, absolutely safe, saves time.

Both cans approved and bear the Underwriters' label.

Circular and Prices on Request

Justrite Mfg. Co.

Van Buren and Clinton Streets

Chicago, U. S. A.

What's the Outlook for Business?

HERE IS THE ANSWER

"AUTOPRESS SALES FOR AUGUST"

(And August Is the Printer's Dullest Month)

W. K. Gresh & Sons,	**Norristown, Penn.,**	**One**	**Model CC,**	**$2,750**
Previously purchased, one.				
Dillingham Ptg. Co.,	**Bairdstown, Cal.,**	**One**	**" A,**	**1,750**
The Autoprint Co.,	**Louisville, Ky.,**	**One**	**" A,**	**1,750**
Previously purchased, two.				
Berliner Gram-o-phone Co.,	**Montreal, Can.,**	**One**	**" A+,**	**1,950**
London Advertiser,	**London, Canada,**	**One**	**" CC,**	**2,750**
Previously purchased, one.				
Jeno Polgar,	**Zurich, Switzerland,**	**One**	**" A,**	**1,750**
Via SS. Kroonland, Aug. 23.				
Stettiner Bros.,	**New York City,**	**One**	**" CC,**	**2,750**
Previously purchased, one.				
The Fischer Press,	**New York City,**	**One**	**" A,**	**1,750**
J. Holt Perry,	**Attleboro, Mass.,**	**One**	**" A,**	**1,750**
Horton-Beimer Press,	**Kalamazoo, Mich.,**	**One**	**" A,**	**1,750**
Miss. Valley Label & Carton Co.,	**St. Louis, Mo.,**	**One**	**" CC,**	**2,750**
Frank Printing Co.,	**San Francisco, Cal.,**	**One**	**" CC,**	**2,750**
Previously purchased, one.				
The Citizen Democrat,	**Poplar Bluff, Mo.,**	**One**	**" A,**	**1,750**
Allen Printing Co.,	**Clinton, Iowa,**	**One**	**" A,**	**1,750**
The Joyce Press,	**Bridgeport, Conn.,**	**One**	**" A,**	**1,750**
J. Huber,	**Paris, France,**	**One**	**" A,**	**1,750**
Via SS. La Lorraine, Aug. 27.				
Wray & Ashley,	**Springfield, Mo.,**	**One**	**" CC,**	**2,750**
Dominion Press, Ltd.,	**Montreal, Canada,**	**One**	**" A,**	**1,750**
Roberts Bros. Co., Inc.,	**Lockport, N. Y.,**	**One**	**" A,**	**1,750**
The Ruby Press,	**New York City,**	**One**	**" A,**	**1,750**
W. S. Roehrer,	**Jersey City, N. J.,**	**One**	**" A,**	**1,750**
H. Gintzler,	**Buffalo, N. Y.,**	**One**	**" CC,**	**2,750**
Previously purchased, one.				



NOTE THE DUPLICATE ORDERS

No DULL TIMES for AUTOPRESS Users

No DULL TIMES for AUTOPRESS Company

MAKE YOUR DECISION *RIGHT NOW*

BUY AN AUTOPRESS

THE AUTOPRESS COMPANY

95 MADISON AVENUE, NEW YORK

CHICAGO, 431 South Dearborn Street
ST. LOUIS, 313 Fullerton Building
BOSTON, 176 Federal Street
SAN FRANCISCO, Phelan Building

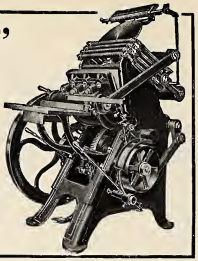
LATEST

Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment

(*Unexcelled*)

"PROUTY"

Obtainable Through Any Reliable Dealer

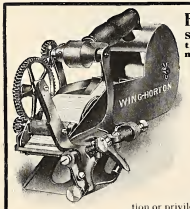


Manufactured only by

Boston Printing Press & Machinery Co.

Office and Factory

EAST BRIDGEWATER, MASSACHUSETTS



From Month to Month,

Since January, 1913, through the medium of this advertisement readers have been told what was done in Wing-Horton Mailers, during 1911.

I hereby beg to acknowledge that I have been tardy in turning over a new leaf, but writing ads. is not my hobby.

However, there is something still doing in Wing-Horton Mailers, for which I am receiving orders most every day.

Prospective customers need not hesitate in sending orders, for I am prepared to make immediate delivery on all sizes, with full guarantee of satisfaction or privilege to return. Also descriptive circular covering prices gladly sent on request to

CHAUNCEY WING, Mfr., Greenfield, Mass.

Printers can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

NON-CURLING GUMMED PAPER

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country. *Write for Samples.*

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England 1811

Saves Loading and Unloading



Reduces Handling Expense to the Minimum

Your cost of handling paper stock—of loading and unloading in receiving-room, stockroom, pressroom and shipping-room — can practically be cut in half by the "National Chapman" Elevating Truck.

It enables you to receive, store and move paper stock or finished jobs on the same platform from start to finish. Your men run the truck under the wooden platform on which the stock is received and stored—elevate the entire load by pressing foot lever and elevating handle—move and redeposit the load by the same simple operation.

Time and labor are saved, damage to stock (because of constant rehandling) is avoided, and floor space saved. One truck can serve 100 different platforms, which you build at small cost.

"National Chapman" Elevating Truck

The *only* elevating truck with hydraulic check to check descent of load. Lowers load without jar, bump or damage. Easy to steer, start and pull. Has *two* wheels in front, giving you all the advantages of a four-wheel truck. All bearings are roller bearings.

And the price is only $60. Money refunded if 30 days' use doesn't prove its efficiency. Write for Truck Catalog and full information.

The National Counting Machine is another money-saver for printers. Enables you to get the count of number of sheets or number of pieces far more rapidly and accurately than counting by hand or by "schedule." If interested, ask us to mail you our Counting Machine Catalog.

National Scale Co., 12 Montgomery St., Chicopee Falls, Mass.

Loafing on the Job

may be the fault of the pressman, but it is more often the fault of the press. The average pressman is usually only too glad to utilize all the aids provided by the press builder in order to turn out acceptable work in a reasonable time. When you have reason to complain of the time spent in make-ready on cylinder presses, do not jump to the conclusion that it is the pressman's fault. If he has to provide substitutes for labor-saving attachments and "favor" his press, what looks very much like "sogering" is

Not What It Seems

IT IS a very simple thing to design a cylinder press if the pressman is expected to make up all deficiencies in the machine. It is a much more difficult thing to design and build an efficient cylinder press for operation by master printers and pressmen who are alive to all the attachments and features that make profitable work sure. These practical people look for essential features before they buy and are the ones that specify and use the

New Series Cottrell

IN DETAIL: *Just a few of the features that help to make the Cottrell the most efficient press on the market today*—All parts requiring adjustment in make-ready are simple and within easy reach of the pressman; a simplified convertible delivery which can be changed from fly to printed side up in from three to five minutes; a power back-up controller from either side; interchangeable rollers; six vibrating rollers; a patent register controlling device and, well, there are other features we should like to tell you about. Write, and we will.

Keystone Type Foundry

GENERAL SELLING AGENTS

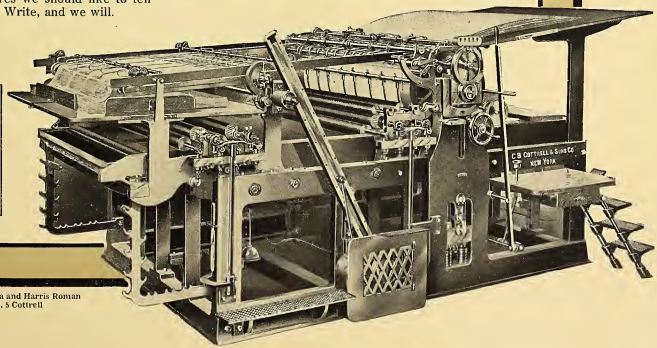
Philadelphia New York Chicago Detroit Atlanta San Francisco

C. B. Cottrell & Sons Co.

MANUFACTURERS

Works: Westerly, R. I.

25 Madison Square, North, New York
343 South Dearborn Street, Chicago



This Illustration Shows the Feeder Side of a Cottrell New Series Two-Revolution Press

Set in Keystone's Niagara and Harris Roman
Printed on a No. 5 Cottrell

KEYSTONE'S NIAGARA SERIES

6 Point Font $2 00 — 28 A $0 85 — 58 a $1 15

WHEN IN THE COURSE OF HUMAN EVENTS IT BECOMES NECESSARY FOR ONE

People to dissolve the political bands which have connected them with another, and to assume, among the powers of the earth, the separate and equal station to which the laws of nature and of nature's God entitle them, a decent respect to the opinions of mankind requires that they should declare the causes which impel them to the separation. We hold these truths to be self-evident, that all men are created equal; that they are endowed by their Creator with certain unalienable rights; that among these, are life, liberty, and the pursuit of happiness. $1234567

10 Point Font $2 50 — 22 A $1 20 — 42 a $1 30

PRUDENCE WILL DICTATE THAT GOVERNMENTS

Long established, should not be changed for light and transient causes; and, accordingly, all experience hath shown, that mankind are more disposed to suffer, while evils are sufferable, than to right $1234567890

14 Point Font $3 00 — 16 A $1 40 — 30 a $1 60

THE KING REFUSED HIS ASSENT TO

Laws the most wholesome and necessary for the public good; he has $789

24 Point Font $3 50 — 7 A $1 70 — 13 a $1 80

STARS AND STRIPES

Waving Over Battlefield

8 Point Font $2 25 — 25 A $1 05 — 48 a $1 20

TO SECURE THESE RIGHTS, GOVERNMENTS ARE INSTITUTED

Among men, deriving their just powers from the consent of the governed; that, whenever any form of government becomes destructive of these ends, it is the right of the people to alter or to abolish it, and to institute a new government, laying its foundation on such principles, and organizing its powers in such form as $1234567890

12 Point Font $2 75 — 20 A $1 30 — 38 a $1 45

HISTORY OF THE PRESENT KING OF GREAT

Britian is of repeated injuries and usurpations, all having in direct object the establishment of an absolute tyranny over these States $123456

18 Point Font $3 25 — 11 A $1 50 — 22 a $1 75

SOLDIERS GAINED LIBERTY

Released from Enemy's Camp

30 Point Font $4 00 — 5 A $1 75 — 11 a $2 25

BRAVE FIGHTERS

Surrounded Enemy

36 Point Font $4 25 — 4 A $2 10 — 7 a $2 15

BRITISH ROUTED AT TRENTON

48 Point Font $6 50 — 3 A $3 20 — 6 a $3 30

Marching by Moonlight

60 Point Font $8 75 — 3 A $5 35 — 4 a $3 40

SENDING ORDERS

72 Point Font $10 25 — 3 A $6 15 — 4 a $4 10

Officer Promoted

Philadelphia
New York
Chicago

KEYSTONE TYPE FOUNDRY

Detroit
Atlanta
San Francisco

Where Quantity Means Quality

SOME FEW PRINTERS AND advertisers have expressed wonder as to our ability to improve our double-thick stock, while at the same time reducing its price, as announced in last month's Inland Printer.

It is simple enough, once you realize the tremendous significance of the statement that BUCKEYE COVERS are the largest selling brand of cover-papers in the world.

In some lines of business this would mean little, but in the paper business it means much. In no other line is the saving due to quantity production so great.

In making papers for which there is only a limited sale, a mill will often run enough of a single color and weight in a few hours to last several months. Then the machine must be stopped and thoroughly cleaned before a different color can be made.



UNDER SUCH CONDITIONS A PAPER machine stands idle a great part of the time—but the expense goes on, and must be added to the cost of the finished paper.

In making BUCKEYE COVERS, on the other hand, it often requires several days to make enough of a single color and weight to last a few weeks. Stops are infrequent. Our machines are running and producing paper practically all of the time. It is this manufacturing efficiency, due to enormous demand, that has enabled us to make cover paper of a quality that no other mill has ever been able to match, at anywhere near the price.

Heretofore our double-thick stock has been the only exception to this rule; but now it, too, is manufactured by an improved process that the increasing demand has made possible, and it is therefore sold, like the single thick, at a price which gives our customers a substantial part of the saving.

New prices and sample sheets can be obtained of dealers in all principal cities

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

Have you written for your copy of The Direct Advertising Book described in our September advertisement?

THERE'S A DEALER NEAR YOU:

BALTIMORE	Dobler & Mudge.
BIRMINGHAM	The Whitaker Paper Co.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CALGARY	John Martin Paper Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co. J. W. Butler Paper Co.
CINCINNATI	The Chatfield & Woods Co. The Diem & Wing Paper Co. The Whitaker Paper Co. The Cin'ti Cordage & Pa. Co.
CLEVELAND	The Union Paper & Twine Co. The Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DALLAS	Southwestern Paper Co.
DAYTON	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	Carpenter Paper Co.
DENVER	The Peters Paper Co.
EDMONTON	John Martin Paper Co.
GRAND RAPIDS	Central Michigan Paper Co.
HOUSTON	Southwestern Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co. Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
MEMPHIS	Taylee Paper Co.
MIDDLETOWN, O.	The Sabin Robbins Paper Co.
MILWAUKEE	The E. A. Bauer Co. Standard Paper Co.
MINNEAPOLIS	McClellan Paper Co.
MONTREAL	Howard Smith Paper Mills, Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND	Zellerbach Paper Co.
OKLAHOMA CITY	Western Newspaper Union
OMAHA	Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co. The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	Richmond Paper Co.
SPOKANE	American Type Founders Co.
SPRINGFIELD, MASS.	The Paper House of New England.
TOLEDO	The Central Ohio Paper Co.
TORONTO	The Wilson-Munroe Co., Ltd.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS
Henry Lindenmeyr & Sons, London, England.

$OLDIER$

If time were into money coined
Then time and money would be joined.
Now, held apart, we do not see
How they are on a parity.

We take a wage for numbered hour$
To work according to our power$;
Then, wa$ting minute$ idly,
We $train the bo$$'$ charity.

On $aturday we take our dole
In full, the minute$ that we $tole
Are thrown in. $hort-changed, the bo$$
$ure make$ enough to $tand the lo$$.

We're honest workmen, one and all,
For nothing phony do we fall.
But reason fail$ on even break$
When time and money are the $take$.



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS: United States and Canada, $3.00 a year in advance. Foreign, $3.85 a year.

Vol. 52 OCTOBER, 1913 No. 1

The Chairman of the Chapel

By W. BROMLEY

NEWSPAPER compositors work in a different atmosphere, a different morale, from their compatriots in the book and job offices. They are nearer to the purpose of their work, the purpose of meeting the demands of the public on time. Every edition of the newspaper is a competitive fight to get out a better paper than other papers and get it out on time. Any thing or any one that makes a drag on the spirit of emulation that prevails, from the messenger boys to the circulation manager and the managing editor, speedily comes into conflict with the enthusiasm for effective work that characterizes newspaper-making.



"D'ye think y're workin' on an annual encyclopeje?"

Mr. Peter Dunne makes Mr. Dooley describe a newspaper foreman, inquiring of a dilatory type-sticker who was "hanging it," "What the divvle d'ye think y're workin' on? an annual encyclopeje?" But the foreman is not the man who does the most efficient work in looking after the lame ducks, the dodgers and the dilatory. The chairman of the chapel on the newspaper considers that the welfare of the chapel over which he presides demands that each man pulls out a fair day's or night's work and gets to his work on time.

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.

The honor of his principles and the honor of the principles of the system of which he is the representative in that particular office are at stake, and soldiering in all its forms is quickly detected by his watchful eye, and if not by his, by the eyes of the man he serves, and the culprit is told in no uncertain terms "where he gets off."



Soldiering

The precedent of this practice should get down into the book and job offices, for, in view of the advanced stand taken by the International Typographical Union along constructive lines, I think the attitude of the chairman of the chapel can do more to strengthen the position of the union than can the executive officers of most local unions.

As chairman of the chapel at one time I believed it my duty to shake up one of the boys who seemed to think it clever to soldier. I will say that he was making a play at soldiering more to win a laugh from the other comps than from any serious intention to do the man he was taking wages from an injury. But as far as the result to the shop might be his actions were just as pernicious whether in joke or deliberately planned. I ordered him to his work, with some words of censure that I have now forgotten. I know they were expressive enough.

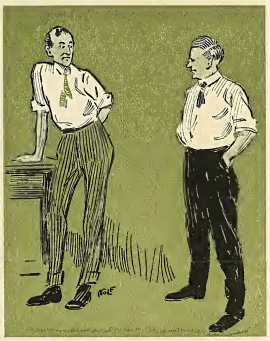


The eyes of the man he serves

"What's it to you?" he wanted to know. "Where do you come in?" Now, I hadn't "bawled him out." I had handed him my orders quietly, if emphatically. But he "bawled me out." Now, I had nothing definite fixing the responsibilities of the chairman of the chapel in this phase of the labor contract, except the clause that the chairman shall "report in writing immediately to the executive committee through the recording secretary and organizer all infringements of the scale of prices by employer or employee." On this clause I held that an infringement of the scale of prices means any departure from the contract of the union and the employer to exchange so much money for so many hours work, and that

it was and is just as much a deviation from the contract for a man to cut the number of hours by soldiering as it is for the boss to shortchange the comp on pay-day.

I was able to put this over after a fashion, but the acquiescence was less than half-hearted, and I felt and knew that I was regarded as a candidate for the stigmatose position of a boss's pet; but this was nothing new to me, for I have always claimed that a chairman's duties are to safeguard the interests of both the men and the employer, for the interests of the employer in this connection, in the truest sense, are the interests of the men. I realized that my views must certainly meet with the opposition of the radical element, so called. I feel that I am the radical on constructive lines, and they are the reactionaries on destructive lines. My belief is that if the policy I have held to should be carried out generally, the beneficial results would be so manifest that even the ultra-reactionary would be forced to admit its soundness.



"What's it to you?"

The policy I advance, and which I have practiced as far as my position and abilities have admitted, has been criticized as an impossible one on the ground that no man can serve two masters. Yet every man who works is serving two masters; he is serving himself and serving his employer. I maintain that the policy I advance can be carried out with less friction than the one that the reactionaries consider desirable.

If a chairman sees a member of the chapel deliberately "killing time" he should call him to account, and if he persists in his loafing the chairman should report him to the foreman. This will no doubt seem most repugnant to the sense of most men. Yet there is quite a difference between the sneaking, favor-currying employee who reports his petty spying to the foreman, and the open, manly upholding of the principles of unionism, of a union, too, that holds its sessions in the open so that all men may come and witness its business transacted on constructive and enlightened lines. This union has signed an iron-clad contract to give the employer competent help under specific conditions, and that contract provides that the men shall work eight hours every day in the week, not seven hours or

seven hours and a half, but eight full hours. If the foreman or the employer violates any little part of the contract, quick the chairman is to call attention to it, and how quickly the men spur up the chairman if he is any way slow in taking action. In justice to his own union, therefore, the chairman should be just as prompt to see that the men themselves do not violate their part of the contract. The loafer not only steals from the boss, but he steals from his fellow laborers the reputation for superior efficiency that it is their pride and asset to maintain.

I venture to say that if every chairman in the jurisdiction of the International Typographical Union adopted this policy, within a very short time the organizers of the union would have very little to do, for the word would go down the line to employers of non-union labor that the typographical union would guarantee the enforcement of both sides of the contract, and not construe an agreement as meaning everything for the men and nothing for the employer beyond what he could look after himself or through his representatives.

The Printing Salesman Problem

By GILBERT P. FARRAR

"SHOULD the printing salesman watch the job as it goes through the plant?" is a question often discussed in printing circles. He certainly should to a certain extent. But he should not be the only person who knows what is wanted. In our organization — a large advertising agency — there are about six men who sell advertising and everything that goes with it, including a large volume of printing. The writer deals with a number of printing salesmen every day, and between the average printing salesman and one of our men, I'll wager that our man could sell more printing — if he were selling nothing else — than the average printing salesman. Yet none of our men are practical printers. "Then," you ask, "why can they sell more printing?" Because they are real salesmen, first, last and always. Because they have no part in the job except to sell it and have its various stages approved.

After an interview with a prospect, our salesman will make a report to the director of printing. He will tell this practical man about the size and nature of the job, the number of cuts, colors and copies, and everything peculiar about the problem or the people. He will also tell about what he thinks the customer can spend, and then ask for a rough layout

or a nice dummy. This is extremely simple. Only a matter of putting on paper what is clear in his own mind. When this is ready he is given all the facts concerning the details of the job, showing how many cuts, colors and copies were figured, etc.

When the order is entered it passes out of the salesman's hands until the drawings, sketches or retouchings are ready. When these are in good shape the salesman arranges to go over them with the customer. These then come back to the director of printing, who at all times has every detail well in hand and is guiding the job through, for getting the cut part of the work done and the type set. When the proofs are ready, they are put up to the salesman, and he, either by correspondence or in person, has them approved, after which the job is pushed to completion.

This method keeps the salesman in touch with the main details of the job without worrying him with the smaller details, and at the same time it makes him the chief factor in handling the work with the customer. Sometimes a press proof is shown direct to the customer by the director of printing, in case there is any serious question of color, position of cuts, etc.

Here are some of the advantages of this method: The inside director, who is a practical man, can handle, with a few assistants, the details from many impractical salesmen for many jobs and follow up each job so as to give the customer what is wanted, and at the same time be able to answer all questions, both from the plant and the salesmen. Another point: It eliminates the necessity of the salesman being a practical man.

A modern salesman has his hands full to be a *good salesman* without combining a thorough practical printing training, and vice versa. Sometimes we find a man equipped with a wide training in the detail of printing, engraving, binding and advertising, who is also a good salesman. The ideal arrangement is to make this man the hub of this class of business. Let him stand between impractical salesmen and the technical mechanic. Let the salesman unload the important details on this man's department, and then, knowing that sketches, proofs and other decisions will come up to him and his customer in due time, he can rid his head of the job and get busy on some other prospect.

There is too much lost motion between the salesman and the plant in most offices. Usually, no one knows anything about the job except the salesman, and he is generally out when wanted. Again, there are many details that could be answered by some one else if this some one else was equally conversant with the job. And if there were any questions that could not be answered by this one person, they could be bunched by the printing director and answered all at one time.

The writer has seen this plan work in several large advertising agencies and printing-offices, and he knows it is perfectly possible to get high efficiency from the salesmen and in the shop through its adoption. The main question is getting the man to stand between the salesmen and the inside forces. This man should be thoroughly conversant with all the various methods of production in a complete printing-office and practical in as many of these methods as possible. He should also have a sense of advertising and artistic values, and be able to readily grasp the idea and purpose of a piece of printing. A knack for systematizing a department and following closely the jobs in various stages is another important requirement for a man of this kind. And, lastly, he will cost more money. But think over the plan and try to imagine the time, trouble and money he would save. However, this kind of a man may be right now in your employ, awaiting the opportunity for development.

Printers of Note—Richard Pynson

By WALTER C. BLELOCH

ANOTHER printer of note, and of whom very little is known, is Richard Pynson (or Pinson), a native of Normandy, and a fellow workman of Wynkyn de Worde in the shop of Caxton at Westminster, where printing "as an art" was practiced in even the most minute detail.

Pynson started an office of his own at Temple Bar and, like de Worde, soon became known for the excellence of his work, particular attention having been given by him to the production of his type-faces. In spite of the fact that his office was practically a competitor of de Worde's office, he and de Worde continued the best of friends and both prospered. He printed many of the same books that were printed by de Worde, including an exceptionally good edition of "Canterbury Tales," which brought him considerable fame. His principal works, however, appear to have been devoted to the laws and the statutes of the day. Most of the volumes issued by him were clothed in highly ornamented covers bearing a number of devices stamped upon them, and all giving evidence of the great amount of attention, skill and proficiency incidental to the production thereof.



Pynson's Mark

In recognition of his exceptional ability in the profession, Henry VII. made Pynson "King's Printer" about the year 1500; this is said to have been the creation of that office or position which continued until many years later and was filled by some of the most noteworthy in the "art preservative."

Pynson is considered to have been an exceptionally capable workman. Some of his volumes show remarkable taste and ability; like de Worde, he also was a gentleman, and the two are said to have been the very closest of friends until Pynson's death in 1529.

Concerning Instructions from Customers

By A. ARTIST

THE innumerable ways in which customers' instructions fall short of conveying their exact ideas, and the frequent misunderstandings resulting from the misinterpretation of these instructions, led one of our prominent photoengravers, as a matter of curiosity, to ask a commercial artist of long experience in many houses to write his views on the subject. The article prepared by the artist is submitted herewith without correction or emendation — it will probably be interesting to those who place orders for designs and engravings.

"All things come to him who waits"— at last the "Boss" has given we "time-clock pushers" the long hoped for opportunity of telling customers, without danger of getting fired, how some of them are regarded by the "hands" who attempt to carry out their instructions. The Boss asked me to state how the instructions received from customers appeal to we artists, and I at once hiked down to the office where the highbrows hold forth and proceeded to give that little blonde stenographer of ours the earache.

The most frequently abused phrase accompanying orders is to make the work "first-class" — that word means nothing to us. First-class, judged by what standard? If it is a machine, is it to be finished with the utmost care as to detail; is it to have artistic lights and shade without regard to detail; is it to be kept subdued in its color values so as to look as much like the machine as possible, or is it to be made as sparkling and bright as the nature of the materials will permit? A retouched photograph or wash drawing of a machine may follow any of these styles and still be "first-class," judged by the highest engraving standards.

But how about the inexperienced buyer who has seen some de luxe catalogues and, without having any idea of costs, orders the work strictly first-class — the artist blithely proceeds to put about thirty dollars' worth of time on it and forty-two seconds after the bill is received there is a frantic call over the 'phone for the salesman who handled the order, and the irate customer wants to know "what in the name of pickled onions (or words to that effect), you blanked pirates mean charging such a price, etc." Perhaps some of you folks have done it yourselves — Yes! No?

Another type of customer who has caused the artist to make the recording angel work overtime is the one who fusses over detail that ain't worth a tinker's objurgation — consuming hours of time tinkering with details which will never show in the half-tone — and then, like the other one referred to, raises h-allelujah over the bill.

How do we fellows in the art department know that there are kicks about bills? Ha! Ha! Pardon my cachinnations. You know an artist has no friends anyhow, and when the customer gets through with the salesman who handled the order, why the only thing left for the salesman to do is to dislocate the artist's cervical vertebræ — in other words, the artist gets it in the neck for not knowing any better. Better than what? I don't know.

But, away with the merry persiflage and back to our job.

From the artist's standpoint, the surest as well as the most economical way to get a desired result is to send with the copy a proof of work, somewhat similar, having the finish and style desired — everything will then be as smooth as a ward worker the day before election day.

Another thoughtless stunt pulled off frequently is this: A customer who buys engravings with some frequency and who, as a rule, supplies fairly good copy, will have his wife's nephew or the stenographer's brother-in-law photograph something with his new hand camera, and he can't understand why results equally good can not be made from these bum photos at the same price as was charged for the work needed on good copies. Of course, we artists have no kick coming about customers not having sense enough to buy good photos — the more punk photos to retouch, the more artists are needed.

But it is when ordering designs that the idiosyncrasies (that's not the word I have in mind, but this stenographer is a perfect lady) of the customer shine like a bald head at a burlesque show.

There are laws governing the composition of a design which are as inflexible as the laws of the Medes and Persians (some class, what?), and these laws can not be violated without "queering" the design. If certain specified elements are made up into a design by the artist, the

customer can not change part of it, add to nor subtract from it, without destroying the balance, and even though it may please the customer him self because the idea is his, the result will jar on the sensibilities of the observer having good taste.

The commercial side of art conflicts with the esthetic along designing and illustrative lines more than in any other branch — a man who wants an illustration of a fair damsel using his Peerless Bug Powder wants a Wenzell or a Dana Gibson result for eleven dollars and a half — and doesn't get it, strange to say, and as a result is peeved.

Any engraving house of size has a large art department, which naturally includes a variety of talents, first-class artists, good artists and others — including academy graduates. A clear, lucid description of the purpose for which the desired work is to be used and the printing conditions will enable the house to select the artist whose style and speed are calculated to give the desired result most economically.

Many botched and unsatisfactory results are caused by misguided customers formulating in their own minds the method they think should be followed in producing what they want, instead of specifying clearly the results desired and leaving it to the artist to get them — in the first case the artist is not responsible if he follows orders, in the second case he is responsible for the results.

Many years of experience in art departments of different houses and in various cities lead me to believe that satisfaction may be reasonably assured in advance by submitting a sample of the style and quality of work desired with written detailed instructions, and threshing out the question of price in advance with the salesman, so that the submitted sample and the definite written instructions can be given to the artist by the management with the number of hours possible to spend profitably on the work.

Simple enough, isn't it? And it would put the fool-killer out of business.

THE REAL THING

I bought a jewel bright, one day,
And every iridescent ray
I felt would show my worth and taste,
Until I learned the thing was paste.
I threw it from me, there it lay
As bright as ever, I dare say.
But I had proved it up beside
The Simon Pure — my how it lied.

"On the Street"

No. 1.

By WILLIAM ERNEST

I AM " on the street " — learning to be a printing salesman. I gave up a good position and a steady income in order to get some experience in the business end of the printing industry. Whether the change was wise or unwise the future will decide, but it is of the present that I write. The pitfalls of estimating, and they are many, are always in my path; I must study salesmanship, using my own initiative; must devise some system of finding good " prospects " and of calling on them regularly, and must learn the intricacy of cost accounting. For this I receive a small salary and a commission on every dollar's worth of business that I can bring in. My experiences and observations while learning this business will, I hope, be profitable for other beginners.

While working at the printing trade I gave little thought to the cost of production. I endeavored to set all my jobs in good time, but I now believe that I would have been a more efficient workman had I known the estimated time on each job. If the composition on a job had been estimated close I would have known that I had to "pull out" in order to meet those figures. Therefore it is my first observation that in every department of a printing-house the workmen should know their worth. Whether or not this is a logical observation proprietors can decide.

Not having an experienced salesman to coach me along I have had to plan and work out selling methods of my own. These I have arranged in numerical order and I call them my "rules of conduct." As they have worked out quite effectively I feel justified in publishing them.

1. Study the product of your concern. Find out if their equipment is especially adapted to meet the conditions of certain kinds of work. If so, you then have a selling point which should be used at every opportunity — something to offer that makes your firm distinctive.

In our plant there is a pressman who, as I have learned, is considered to be one of the best in the business, particularly in handling colorwork of all kinds. Therefore, when a prospective customer mentions colorwork I have this as an argument and back it up with especially fine samples of the pressman's work, which I always carry.

2. Never call on prospects without your sample-case, and be familiar with every sample that you carry.

I recently landed an order for 300,000 two-color circulars through the peculiar fold of a circular which I carried. The buyer was looking for

just such a stunt, and although I was underbid on the printing he gave me the job on the strength of my having furnished the idea.

I have become acquainted with several buyers in large manufacturing establishments in this way, and every printing salesman knows the value of getting acquainted.

3. Be particular about your personal appearance, always polite and always cheerful. Unkempt clothing and soiled linen leave a bad impression with a prospect. You must reflect the quality of your goods, then you can consistently argue this point.

In many places your cards, and you should never be without a supply of these, are conveyed to the buyers by information clerks or office help. To them state your mission quietly and respectfully, tender your card, and if the buyer is not in ask to have it placed on his desk. "Pleases" and "thank yous," not overdone, may be the means of getting a hearing on the next trip. A buyer very often can tell what kind of a man you are by the attitude of the one who hands in your card.

4. Don't call on prospects without knowing something of the nature of their business. A buyer may, as I have learned, ask your opinion of the best method of showing off his goods, and it is rather embarrassing to have to ask what his goods are. I have experienced the humiliation of soliciting for printing in the offices of another printing concern.

5. Your first words to a buyer should be interrogative. If he is not in the market for printing of any kind, ask if you may leave your card and state that you would like to figure on his next order. If the buyer is congenial and you want to know what kind of printing he gives out, ask if he issues any advertising matter or catalogues. If so, find out when he expects to be in the market again for such work and keep a memorandum of this.

6. Don't criticize the work of a competitive firm unless your opinion is asked; then give it fully, freely and constructively. If the work is good, commend it, if bad, tell why it is bad, and how it could be improved.

7. Take an interest in your prospect's business. That is, if you have gotten on a friendly footing with a buyer it is policy to learn something about his goods, his advertising methods and also the methods of his competitors.

One of my best prospects is a large candy manufacturer. My first two calls were very formal — simply handing in my card and stating that I would like to get a chance to figure on his work. On my next call he showed me a job of colorwork which he was very enthusiastic over. It was an excellent piece of work and I praised it very highly, incidentally stating that we made a specialty of that class of work, having in our

employ one of the best pressmen in the business. I stated that I would guarantee a product equal to the one in question and perhaps could give him better prices on that kind of work.

Then I made it my business to learn something about his business. I gathered up a few circulars from some of his competitors and after studying them was able, on my next trip, to talk quite intelligently about the various methods of advertising candy and illustrating it. Result — he now has my quotations on a long run of colorwork.

8. Don't make rash promises about delivering work at a specified time unless you are sure that it can be done. Sometimes unforeseen difficulties turn up which delay the work and then the only recourse is an honest explanation.

Please remember, dear reader, I am only a beginner. These "rules of conduct" may sound childlike to an experienced salesman, but if they are I know no differently.

Next month I will tell of the system I devised for following up prospects, and of some of the experiences I have had in calling on them.

A Short Sermon to the Country Editor

By HARRY PRESSFIELD

THE greatest opportunity afforded to any man in this day and generation lies before the country editor. It is given to few men to leave an impress on those who shall succeed them, but to all men is given the privilege to stamp their ideas and project their opinions upon their fellows. To no man is that privilege so great as the editor in the smaller towns and cities of the country.

The physician comes into contact with a certain phase of human nature; the lawyer the same. The mission of the preacher is indeed wonderful and influential, but the country editor's sphere of influence goes beyond all these men and he touches human nature in *all* its phases. He sees the many-sided characteristics of humanity. The lights and shadows of life flit before him as a kaleidoscopic panorama. And they are ready to listen to his message. He can command an audience if he will only speak.

What an opportunity! The hope of the republic lies in the open places, the small towns and cities. The cities do not think. They reflect the opinions to which the country has given shape and thought.

Are you, as a country editor, going to be silent in such a place as this? The moral and civic ideals that are fostered and developed in the country editorial office, backed by a sturdy, untrammeled constituency, must be strong enough to overcome the influence of the great centers of population —always the danger places in our social, political and economic life— or we decline.

Country Editor! You are living in the greatest day of this republic. There are great parts being played on the arena of current history. Stir up the gift of God that is within thee and resolve that in all this you will play the part of a man, that when your work has finished and they lay you to rest with your fathers in the little city of the dead just beyond the town, you have left your impress on your generation—you can influence no other—and that you have done your best to lift up the ideals of all that is honorable and pure and lovely and of good report.

The Old and the New

By AN OLD-TIMER

MOST progressive young men would call me an old fogy, and they would be justified in doing so with regard to some things, though a good deal could be said on the other side also. Old fogy is, like many other terms, used vaguely, so that it seldom conveys exactly the same idea to two minds. It always means one who is so obstinately conservative or old-fashioned as to appear odd; but the line can never be drawn, and often one who would be unhesitatingly called an old fogy by some people will not seem so to others.

A proofreader once queried something to an author, and, the author failing to answer, repeated the query, and wrote with it, "No one but an old fogy would leave this as it is." To which the author replied, "I am an old fogy, and this is an old fogy's book." Not everybody is ashamed of being an old fogy. Thackeray rather gloried in it.

I am strongly conservative in some matters and strongly in favor of radical change in others. When any practice is as good as it can be, why change it? When any practice can be decidedly bettered, why not change it? Innumerable cases are debatable, and many are indeterminable.

But this is not written for inquiry as to what constitutes an old fogy. I wish simply to discuss some of the things with relation to which I

might reasonably be so classed, but which seem to me clearly questionable. They are largely questions of efficiency and economy, matters in which the old methods have been displaced and some of the new ones may still be improved.

Forty years ago I was foreman and proofreader of the bookroom of a large jobbing establishment in New York. All time hands worked a full ten hours each day, without recording their time. At that time few printers had to make such record. We had much more freedom of action than workers now have, and we had faithful workers too, without espionage.

Twelve years later I left printing-office work, and seldom entered an office until recently I tried to come back as a printer's proofreader. On reporting ready for work my first surprise came in the kind of work given to me, which was very different from what I had expected. I was to read first proofs, and had supposed that my work was to be final reading. First reading can not be profitably done by poor workers, and is no less important or dignified than any other; but many excellent final readers are not good at first reading, for various reasons. Real first-class ones are scarce.

Copy was read by boys, of whom there were four, supposably convenient for calling when wanted, not placed individually as any one proofreader's copyholder. Here was something new indeed — the proofreader on taking a new piece of work having to hunt up a boy and request him to read it! Of course this arrangement was devised as an economy, to avoid having the boys doing nothing for long spells, and to have only four where otherwise there must have been six or seven. Does not this suggest the question whether it pays to conserve the time of boys at the expense of wasting that of men?

It was somewhat striking to find the use of a pencil prescribed instead of ink for marking proofs; but this is not so uncommon as I had thought. Pencil marks seem very foolish to me. Another demand was that a connecting line be made to each mark in the margin. These were directly contrary to what had been thought universal. But such things must always be matters of personal choice by those in authority.

One feature of the place was so repulsive to me that I could not judge it fairly except as a personal matter, and my only recourse was to refuse to work under such conditions. Ordinarily any worker would be silly to leave a good place for such a reason, and probably it was foolish for me to do so. My only excuse for mentioning it lies in the hope that employers may find some way to make a better adjustment of time. This was purely a time question.

The working day was necessarily very long, for the week was only five days, no work being done on Saturdays. I understood this before beginning, but, unfortunately, was not definitely informed of various requirements. It may not be amiss to suggest that men should be told exactly what is required when they are engaged. I knew the time for beginning, but nothing more. The day was stated as 7:25 to 12:10 and 1 to 5:40, but would more truly have been called for me 7:15 to 12:20 and 12:50 to 5:50, because of certain demands that made that strictly working time.

Actual employment every minute of the working day is no more than employers are entitled to, and it is only just that employees be required to begin actual work promptly and keep busy until the last minute. And these employers were not inimical to the welfare of their workers; on the contrary, their interest in workers' welfare was the cause of some conditions that did not please me personally, but which I can not positively condemn, though I question their justice.

There is an immense locker and lavatory room on the first floor, and every employee must place in his locker whatever he is not to wear at his work. I had to walk about 500 feet to and from my locker and then go to the ninth floor (by elevator), where I had to record my time on a card by a turn of a crank on a clock-like machine in a corridor, then to a desk in the room where I got a card stamped with beginning time, then to my desk, ready to begin work when a gong struck. I tried hard to overcome my repugnance to such demands, but could not.

FEALTY

I owe allegiance to myself;
My place in destiny
Is proved in that I am,
And I to this owe fealty.

My time and toil I sell, and I
My part right well fulfil:
I give to all their due, yet claim
I am a freeman still.

I trade my work for means to live,
But what is life to me
If for that means I bend to earth
My soul all beggarly.

The Militant

'Rasslin' with brother Ben, *that's* how I bumped my head,
'N Betty put the plaster on, 'n goodness, how it bled.
Betty she was 'sprised at me to play with little boys
So rough an' rude when I got lots of pretty dolls and toys.

'M sure I don't see why the little girls are always wrong when they
Have good times like the little boys, but that's the very way
That Betty talks, as if I must just stick around right so
'N when the kids all play baseball of course *I* musn't go

Because no *lady* runs about or musses up her clothes,
But I'm no lady, least not yet—sometime I'll be I 'spose.
'N when I am a lady, 'n have a little girl,
I won't mind or scold when *she* gets *her* hair out of curl.

What are my arms and legs made for but just to climb and run?
I don't see why I musn't, why only boys have fun—
Say, I can run much faster than the little boy next door,
I raced him climbin' up our tree, that's how my clothes got tore.

The little boy next door he says he musn't play too long,
Because his heart is very weak and so he isn't strong
Like me, for when we raced one day he got a offul fall,
He only cried a little bit, I let him nurse my doll.

He loves to nurse the dolly. But goodness how I wish
My papa'd take me with him to camp and hunt and fish.
But mama smiles, and then she sighs she certainly can not see
Where I get such procliv'ties that'r croppin' out in me.

C. H. McQ.

EDITORIAL

THIS month will witness the twenty-seventh annual convention of the United Typothetæ at New Orleans. It is the first gathering under the new name which recognizes the amalgamation with the Ben Franklin Club of America. The place — New Orleans — and the questions bound to arise incidental to the amalgamation problem almost insure a good attendance. It is of some importance to the craft that there should be one national employers' organization. The organized employers of the country have said so, and their opinions should be held in sufficient respect to prevent personal feeling or small-bore pride from interfering with a fruition of their hopes. If the delegates will but act independently and fearlessly, they can make history that will bear fruit — and read well.

"COSTING" is what they call it in Great Britain, and the "costers" are making progress. In addition to agitation meetings and the distribution of pertinent printed matter, the leading trade educational institution of the United Kingdom has taken cognizance of the movement in a practical manner. This association rejoices in the somewhat archaic and clumsy title of "The City and Guilds of London Institute," but the centuries-old savor of its name does not prevent the Institute from exploiting a good thing when opportunity offers. It recently revised its syllabus — pet phrase of ye English printer — on typography and it evidently gave the cost-finding experts full swing, for under "general management" we find the Institute treats of the following subjects: Principles of estimating; hour costs of labor, including all expenses; material costs and percentages for handling and overhead expenses; methods of cost-finding — time sheets, cost sheets, analysis sheets and bookkeeping, hour costs and percentages; weekly cost of production and value of output.

The significance of the Institute's activity is that technical schools are likely to follow its lead, and soon journeymen, and especially apprentices, will be acquiring useful information about the business end of the trade with their technical instruction.

To reap the full benefit of the cost agitation, it would appear to be important that the wage-earners should know what it all means. Recently Omaha Typographical Union held a meeting at which addresses were made on the subject. The mere listening to speeches might be a perfunctory affair. But the leading members of the union averred it was a really interesting and informing session, and that a journeyman's trade education was not complete if he did not possess a general knowledge of the cost problem.

A Crime in Too Low Prices.

Because of the pepper that is in it, and because that ingredient is a companion for the salt of the earth, we give editorial prominence to a note supplied by R. O. Vandercook, who writes, as he works and thinks, under high pressure:

"Have you ever thought that there is an element of crime when you quote a price for your services below the cost of production or a price that does not permit you a living profit?

"You will admit that it is a crime to rob a workingman of his just wages. It is a crime to do anything to any individual that will pauperize him and those dependent upon him.

"When you quote a price too low merely to keep another fellow out of his legitimate earnings, you not only wrong those dependent upon you but you do damage to all who are in the same line of work with you. Any act that intentionally damages another individual has an element of crime in it.

"It is criminally careless for you not to know your costs of production."

Passing a Proof.

Technical disputes in court are as often decided unjustly as justly. A case was recently tried by Assistant Registrar Tattershall in London, according to our contemporary, the *British and Colonial Printer and Stationer*, that illustrates this point. The Farringdon Press sued a firm of tobacconists, Lyons & Sons, for the price of a job of circulars. There was a misprint in the quotations in the price-list in this job which

showed the firm to be charging more for fifty cigarettes than for one hundred of the same kind. There were other errors, departures from copy. The customer had passed two proofs as correct. The court held that as the customer had passed the proof he alone was responsible and should pay. This is not the established practice in America. A printer undertakes to make the printing according to the copy. The proof is submitted to the customer for style and general get-up. Departures from copy are on the printer. The customer is not called upon to read his stuff with a copyholder to see if it is correct. If there is any doubt on any points the printer makes a special inquiry. The principle involved is a very vital one and our esteemed friend the assistant registrar is in wrong on this proposition, if the records are as stated.

The Toledo Exposition.

Though the Ohio Federation of Printers can claim the honor of assembling the greatest display of printing-office machinery and material exhibited in the United States, yet in an important sense the exposition was a failure. It is a low estimate to say that the exhibitors expended upward of seventy-five thousand dollars in making the exposition what it was. Their interest was stimulated by the success of the meeting at Cincinnati in October, 1912, and the unexpectedly pleasing result of the New York show last April, seconded by the wonderfully efficient advertising campaign of the promoters of the Toledo affair.

The weather was unpropitious and it was a blunder to close the exposition while meetings were being conducted during the first two days. It was worse than a blunder to use all the mechanism of persuasion to induce the visitors to devote one whole day to sightseeing, and another day to picknicking of the ordinary variety. Though unconscious, mayhap, on the part of the program makers, it was the sublimity of gall to use the exhibitors' money for the purpose of diverting elusive prospects from the exposition building to automobile factories and a Lake Erie pleasure island. If we make allowance for all the untoward circumstances with which the management had to contend, the principal cause of failure from an exhibitor's viewpoint is that there was not a sufficiently large attendance of buying printers. Mr. Vortriede and his colleagues probably secured a large percentage of the possible attendants, but, as we feared, there is not the printing population within reasonable traveling distance of Toledo to justify such an elaborate display. Few are the commercial printers who enjoy near-monopoly profits, and only a small proportion can afford to desert their business and make expensive trips.

We have never been enthusiastic about the results of such expositions. Recent events, however, have convinced us that in a great printing center like New York there is an opportunity for a successful exhibit of machinery and its concomitants. But it must be an exposition of machinery and not combined with an elaborate technical or business educational effort. This was so manifest at Toledo that a gathering of representative printers of Ohio and Michigan (including some of the promoters of the Toledo exposition) condemned the practice of holding educational and mechanical displays jointly. These representative printers did not stop at that. They even went so far as to request producers and sellers of machinery not to make displays in future at cost congresses and the like. It seems to us that the conclusion is an eminently sensible one, and we trust those interested in other conventions and cost congresses as well as the manufacturers will in practice follow the precepts of the gentlemen who met at Toledo.

If the exposition there results in staying what was rapidly becoming an expensive abuse, a reform will have been accomplished that will quickly recoup exhibitors for losses that may accrue from the Toledo exposition, which was, in all respects but one, the greatest affair of its kind.

"On the Street."

"On the Street" is the title of a series of articles beginning in this issue. The author is a young printer. His name is suppressed and a pen name substituted for obvious reasons. He is on the street now as a salesman. His instructions from THE INLAND PRINTER editorial department are to report as far as possible just what occurs in his daily work — his failures and mistakes as well as his successes. This record, of course, to be so handled as to be without prejudice to the firm he represents. In the introductory chapter "William Earnest," to quote his pen name, is so earnest that he begins to give advice before he has shown us the value or merit of that advice. What he no doubt means to say to the reader is that the principles he advises are the principles he has suggested to himself, a sort of "Says I to myself says I." William also makes the mistake of telling a prospective customer that he can possibly make better prices than the printer the customer has been patronizing. That is a mistake, William. Remember Owen's motto, "Anybody can cut the price, but it takes brains to make a better job." Fra Elbertus swiped this quotation once and put his name to it, but Owen wrote it, and Owen was a business philosopher who made business a success off his own bat. Sell printing on its own

merits and not on the defects of others. THE INLAND PRINTER has thus taken a hand at criticizing William in his peregrinations. It hopes William will stick a little more closely to the diary habit and not ramble off into the mazes of speculative philosophy. Interested readers of William will do themselves, the trade and William, and incidentally THE INLAND PRINTER, a service by taking a hand in criticizing William. We turn William loose on the selling game and invite all friends of good business to sharpen their little axes and start after William. It will do William good and make his work more interesting. Who will be the first to take a crack at William?

The Printing Salesman Problem.

An opportunity for considerable discussion which would undoubtedly prove of great value is opened in one of the leading articles of this issue. Under the title "The Printing Salesman Problem" appears an argument which very strongly favors the "real salesman" in preference to the practical printer. Salesmanship is admittedly a profession of itself. Any one can sell a man something he wants, but it requires a great deal more than a mere knowledge of the goods to persuade a man to buy something he does not want — or rather does not know he wants. At the same time it must also be acknowledged that the salesman who has a practical knowledge of the manufacture of the goods he is selling has far more at his command with which to persuade his prospective customer. Many men prefer to enter the factory, even if only for a short time, before going out to sell, and many concerns insist upon their salesmen spending some time, either in the factory or in classes, studying the goods they are to sell.

There can be no doubt but that an experienced salesman can, by applying himself to the task, gain sufficient knowledge of any article to enable him to talk in a convincing manner about it. On the other hand, the man who has devoted years to the working end of any business, and who has studied the processes, methods of production, as well as the cost of production in the various departments, could, by giving the necessary effort, develop the qualities that go to make a finished salesman.

Selling printing is selling service rather than merchandise; and selling service requires a broad knowledge of the service in order to give the prospective customer advice regarding the adaptation of it to his business. No two jobs of printing are alike. Each job requires an entirely different treatment, and the seller is frequently called upon to give considerable advice regarding the design, stock, make-up, half-tones, etc., best suited to the particular job in hand, and surely the practical man, the one who has a thorough knowledge of the working end of the business, should be best fitted to give that advice. The ideal for a printing salesman would without question be the man who has served time in the various departments, studying each department and the relation of one department to another, and who has supplemented this practical training with a study of the various methods of publicity and advertising as well as the principles of salesmanship.

While we do not question the fact that the method employed in the article mentioned has proved successful, we do believe that there is an opportunity, as before stated, for valuable discussion on the subject. What have our readers to say on the question?

A New Remedy for Lead-Poisoning.

Prof. Sir Thomas Oliver has been conducting a series of experiments on a new method of eliminating lead-poisoning. A report of his findings is recorded in a recent issue of the London *Lancet*, according to the *British and Colonial Printer and Stationer*. The inventor of the process is a chemist, Mr. T. Maltby Clague, of Newcastle.

The lead by this new method is actually withdrawn from the body by electrical means, and what is still more important the method can be effectively employed, it is claimed, to prevent the lead-poisoning in persons employed in occupations in which lead processes are used. Some of the white lead manufacturers in Newcastle have allowed the treatment to be put to a practical test upon their workmen. Mr. Clague fitted up an electrical installation in the factories, and arranged a series of arm and leg baths whereby several workmen who suffered could have the bath at the same time. The bath was given for half an hour daily on every second day, the positive pole of a battery being placed in a foot bath, and the negative in an arm bath. Fourteen men with marked symptoms of lead-poisoning were treated, and not only did the symptoms decrease in severity and the patients improve in health, but lead was found in the bath water. Another feature was that in most instances where lead was found in the water passed before submitting the workmen to the double electrical bath treatment, less lead was found in the water passed after the bath. If this treatment proves the success that it is claimed to be, a great boon will be conferred, not only on sufferers in the printing trade, but also on those workers who have to deal with lead in any of its forms in their daily occupations.



OLD-TIME MEMORIES.

Photograph by R. R. Sallows, Goderich, Canada.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

"Scientific Accuracy" and Color.

To the Editor: CINCINNATI, OHIO, Sept. 12, 1913.

Sometimes a man of theoretical rather than much practical experience will be ambitious to become known as an authority in some profession that he may fancy, and he will become afflicted with the bug of "scientific accuracy" and will proceed to reduce to "exact" formulas and definite figures that which is variable and not properly subject to inflexible rules. While a literary knowledge of a subject may be a good thing, it seldom qualifies a man to teach the practical side of a subject.

For some years past there have been a number of writers upon the subject of color as applied to printing, and with few exceptions the "scientific accuracy" bug has got in its work, and they have tried to reduce harmony of colors to fixed formulas from "precise data." This tendency is called to mind by an article in THE INLAND PRINTER for September, 1913, in which the writer leads off with:

"The academic study of color phenomena and the analysis of color and pigmentation with a view to making its application with scientific accuracy have a tendency to become confused in the mind of the average reader, etc."

Of course! Why not? The effect upon the average reader is generally "confusion worse confounded." It is but natural that the many readers should be confused by a kind of instruction that doesn't instruct.

When a man uses colors at all, his object should be to obtain a harmony, and not merely a mathematical result. That being so, then any rules which are intended to accomplish that result should be as brief, simple, and direct as language can make them. If, instead, mathematically exact rules are furnished, hedged in by scientific pretensions, then the confusion of the reader will be complete.

The writer in the September INLAND quotes the definition of the word *value* from Mr. Andrews' "Scientific Color in Practical Printing," taken from the Century Dictionary, as follows:

"Value — In *painting* and the allied arts, relation of an object, part or atmospheric plane of a picture to others, with reference to light and shade, the idea of hue being abstracted."

If Mr. Andrews had given the explanatory part of this same definition it would readily be seen that his interpretation of the word *value* is not at all within the meaning of the definition. The balance of the definition is as follows:

"Thus a picture in which the values are correct is one in which the distribution and interdependence of the light and dark parts correspond to nature, and particularly preserve the correct rendering of different distances from the observer; while a detail in a picture which is *out of value* is one which is too light or too dark in tone for the atmospheric plane which it should occupy, or the proper rendering of its relations to other objects in the same plane."

This definition of *value* as applied to the arts is the only one that is worth while.

The other meaning which Mr. Andrews and others seek to establish is only a mathematical effort to justify the "scientific accuracy" idea, which in my judgment has no artistic or practical value to printers.

But when it comes to the building and operation of a printing-press, the construction of a type casting and setting machine, the making of printing types and materials, then *scientific accuracy* comes into play for all there is in it, *to the most extreme limit of exactness.*

Science doesn't always fix inflexible rules for that with which it has to deal. Fixed rules or formulas may be made for things which in themselves are fixed and unchangeable; but things which are variable or subject to change can not be made subject to inflexible rules.

Now, color comes under the latter head. It is a variable thing. Its quality depends to a great extent upon its surroundings and the conditions under which it is seen. You look at it in the middle of your pressroom and it has one appearance; take it over to a window and it undergoes a change, due to reflections from objects in its neighborhood, to contrast with different colors, or to a different quality of light falling upon it. Carry it to a window on the opposite side of the room and it undergoes another change, due again to a change in the color of neighboring objects, or to the quality of the light falling upon it; this time it may be the light from the blue sky, which will make the color appear colder. Now, while these changes are taking place in the quality of the color, it will also appear several degrees lighter or deeper in tone, according to the angle from which it is viewed or in contrast to different objects in different parts of the room.

In view of these plain truths the reader can readily see the folly of trying to establish an arbitrary percentage plan in dealing with color. The idea of a color (red for instance) having a ten per cent value or a fifty per cent value on its own account is simply ridiculous.

Color is the spirit of light, a free and variable thing — an illusion and not a material fact — and of all the beautiful things in nature, it is the most subtly elusive. Being of a spiritual nature it can not be shackled by material rules of "scientific accuracy."

Any rules which may be formulated for the purpose of obtaining harmony of colors must of necessity be flexible to meet the ever-changing appearance of color itself. The writer recognized this necessity over twenty years ago in planning the *Color Printer,* and then formulated some simple rules for obtaining harmony of colors based upon this idea of flexibility, with a simple circular diagram showing

the colors of the solar spectrum as a practical foundation. In all the matter upon the subject of color, published for printers since that time, I have never found one good reason for changing my belief in the correctness of the principles there stated. To-day I would probably make some modifications in the matter, but only in the direction of a greater simplicity, because I am not a believer in the use of superfluous words in rules that are intended to help others.

In THE INLAND PRINTER for June, 1910, Mr. Andrews shows some tables of color values in the form of different diagrams upon a *blue-gray* background. Now, any man who really understands color, ought to know that to get the actual value of a color both in hue and tone, it should be seen upon an absolutely neutral gray background of about half-tone strength. Then, a color would not be unduly influenced by either contrast of color or contrast of tone with the background. It is really surprising that a worshiper at the shrine of "scientific accuracy" should neglect so important a point where *scientific accuracy* is really necessary.

In this page of color values all of the colors are thrown out of true (out of value) by the *blue-gray* background upon which they are shown. The reds, yellows and greens are all made yellower by contrast, and the blues, violets and purple-violets are neutralized and become more gray. I can well imagine the gentleman saying: "In the three-color process it is impossible to always, etc." But what becomes of "scientific accuracy" if such a flimsy excuse is permissible?

The definition of *value* given by the Century Dictionary applies to a piece of color-printing the same as it does to a painting. A color may be *out of value* in its relation to other colors in a printed job because of its being too light or too deep to keep its place in the general scheme. It may come forward too much in one case, or recede too much in the other; and in either case be *out of value*. In such a case it should be modified so that it may have its proper *value* in relation to the other colors in its immediate vicinity. If the necessary modification can not be gauged by the eye, then the printer should quit and try something that can be handled through fixed rules, like weighing out groceries or measuring potatoes. But don't try to gauge your color through the application of any ten per cent value or thirty-three and one-third per cent value, for it will be a waste of time.

In conclusion, I will consider it a special favor if any reader of this magazine will send me a copy of any job of color-printing produced any time during the past three years through the aid of Mr. Andrews' scientifically accurate percentage plan of color values.

Yours very truly, J. F. EARHART.

THE TYPES AS THEY SLIP.

"Cook disengaged; used to about seventy horses." — *Liverpool Echo.*

"Wardrobe for sale; good position; rents 14s per week." — *Evening News.*

"Afterward the happy couple left for the moneymoon, which was spent at Brighton." — *Croydon Advertiser.*

"A Maidenhead fruiterer set a duck on hen eggs, from which eleven ducklings were hatched." — *Newbury Evening News.*

"Dredging operations have been temporarily suspended, as the Canton River has gone over to Hong Kong for repairs." — *South China Morning Post.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

BERNARD QUARITCH, the well-known London dealer in rare books and a striking international figure, is dead.

THE fifth international printing and kindred trades exposition at Agricultural Hall, London, will be held May 13 to 30, 1914.

BEGINNING with September 1, the electrotyping and stereotyping houses of London raised their prices for many classes of work.

IN a large number of cities in the Kingdom, through negotiations between the masters and the unions, increases in wage have been obtained by various classes of printery workpeople.

RAPHAEL TUCK & SONS, Ltd., the well-known fine art publishers, at London, have received a royal warrant of appointment to his majesty the Emperor of Germany and King of Prussia, which is a unique honor, as it is understood to be the only warrant granted to an art publishing concern outside the German empire.

CYRIL J. DAVENPORT, F. S. A., superintendent of bookbinding in the British Museum, has just retired, after twenty-five years' service, at the age of sixty-five. He is one of the greatest living authorities on bindings, and has written some standard works on the subject, on which he has also frequently lectured.

THE house of Geo. Newnes, Ltd., printers, at London, has enjoyed a more than usual half year's business profits (an increase of £32,000 or $155,680). Recognizing that their employees have had something to do with their success, the company has set aside £2,000 for distribution among them as a special bonus; even the women engaged in cleaning were included.

GERMANY.

THE German government printing-office earned a surplus of 563,000 marks ($133,994) during 1912.

FOR stealing a copy of a morning paper at Königsberg in Prussia, a poor fellow, who had taken it to consult the "help wanted" columns, was condemned to three weeks' imprisonment.

THE Bishop of Treves now asserts that he has the right of making rules for the Catholic trade unions of his diocese, and also lays claim to the sole right to decide upon policies of action in cases of labor troubles.

THE *Neueste Nachrichten*, of Leipsic, has a 96-page rotary press, and has just placed an order for two more. Before their installation these will be placed on view at the great graphic-arts exposition to be held at Leipsic next year.

THERE are in Germany sixty-five printing-offices that have each one hundred or more employees. A recently published list is headed by the August Scherl Company, Ltd., Berlin, with 528 employees, followed by Ullstein & Co., Berlin, with 468, and Rudolf Mosse, Berlin, with 427.

THE demand for fir wood for papermaking is so great in Germany that the supplies coming from Russia have been increased in price about thirty-three per cent. The amount of Russian wood offered for sale has diminished so much that greater attention has been directed to possible sources of supply in southern Germany.

AN exposition of posters was held in the Bremen Art Institute, from August 31 to September 21, under the

auspices of the Association of Poster Collectors, the Art Society, the Museum of Industry and the German Crafts' Association. In addition to a large collection of posters owned by the Germanic Museum at Nuremberg, many private collections were placed on view.

AN instructive treatise on pasting substances (under the title of "Die Klebstoffe") has been published by K. G. Junge, Drucktechnischer Verlag, of Dresden-Niedersedlitz. It is a fifty-page pamphlet and is priced at 1 mark (25 cents). Recipes for all sorts of pastes and gums are given, and their properties and uses described. For any binder able to read German it should prove a desirable acquisition.

SOMEBODY has counted words in the German language and finds that, proportionately to twenty million syllables counted, these are the twenty most used words, together with their frequency of use: *Die*, 358,526; *der*, 354,526; *und*, 320,985; *zu*, 258,584; *in*, 214,308; *ein*, 153,095; *an*, 145,968; *den*, 141,512; *auf*, 127,349; *das*, 127,137; *von*, 118,088; *nicht*, 115,342; *mit*, 109,985; *dem*, 103,691; *des*, 103,171; *aus*, 102,961; *sie*, 102,212; *ist*, 96,973; *so*, 96,873; *sich*, 92,995. A similar extensive count of English words would be interesting.

FRANCE.

THE G. Peignot et fils typefoundry, at Paris, announces that this month it will add a department of mechanical composition, which will supply exclusively to printers.

AFTER being out on strike over three months the compositors in Versailles have returned to work, the employers having granted a raise to 80 centimes per hour, which is to be attained step-wise by July 1, 1914.

THE French Linotype Company, which has been subsidiary to the Linotype and Machinery Company, Ltd., of London, has now become an independent concern, under the same management as before, that of H. C. Higgs.

J. N. MONROCQ, a French pioneer in the art of zincography and who did much toward perfecting it, died recently in Paris, at the age of ninety-one. His establishment, which has considerable esteem in Paris, will be continued by a son and a nephew.

THE customs, harbor and municipal departments of Marseilles have resolved, following the lead of the refrigerated freight transport companies, to supplant, in verbal reckonings, the words "*soixante-dix*" (70) by "*septante*," "*quatre-vingts*" (80) by "*octante*," "*quatre-vingt-dix*" (90) by "*nonante*." These shorter forms already have some vogue in Belgium. And thus the simplification of language proceeds.

AT a recent book auction two books bound in human skins (of females) were placed under the hammer. One had the title, "Bien qu'on dit des Femmes" ("Good Things That Are Said About Women"), with the subtitle in Latin, "Hic liber de feminis ut viris amabilior esset femineam cutem induit. Testibus his: Edmond Crozet, F. Raymond, A. Michard" ("That this book about women may be more attractive to men, it was covered by a feminine skin. Witnesses: E. Crozet, etc."). The other book, bound with the skin of a negress, is a copy of Anacreon's poems translated into French and published in 1885.

RUSSIA.

THE Riga *Rundschau* is authority for the statement that the compositors of the *Neue Morgenblatt* at Lodz struck because their demand for passes to the theater were denied.

THE situation of printers in Russian Poland is very bad. There was a union of printers at Lodz, but it could not survive the pestering of the police department. The average compositor's earnings are but $5 a week. A large number have but one thought, that of saving enough to be able to emigrate to North America.

FIFTY years ago there were published in the entire Russian empire but fourteen newspapers. This number has now increased to 379 in European Russia and 32 in Siberia and Turkestan. There is one daily journal per 210,000 inhabitants in Siberia, one per 277,000 in Poland, one per 278,000 in Caucasia, one per 291,000 in European Russia, and one per 1,670,000 in Russian Turkestan.

THE organized letterpress printers of St. Petersburg have managed to publish a journal in defense of their interests. In one of the first numbers appears the following: "On September 2 [1912] the trade union held its inaugural general meeting. A committee was elected, with Mr. Afanasjeff as president. As soon as the second meeting of this committee was held the secretary was arrested and kept in what the police authorities call 'preventive confinement.' The same fate has overtaken his successor; and the third was also arrested, but released after eighteen hours' confinement." The St. Petersburg union of printers and kindred trade workers, formed in August of last year, now has 1,800 members, of whom 929 are compositors, 202 bookbinders, 324 feeders and 49 casters and stereotypers; it has no pressmen. In the second issue of their journal an article under the title of "Hunger" was published, because of which the editor was sentenced to two months' imprisonment.

AUSTRIA.

THE Austrian minister of culture and instruction has appointed a commission to undertake the work of cataloguing all the incunabula owned in this country.

THE *Neue Wiener Tageblatt* gives a lengthy description of a new method of chartography, in which maps are produced from data secured by surveyors' measurements of areas and distances on stereoscopic photographs of the territory that is to be charted. The method employs an apparatus invented by Captain von Orel, which is called a "stereoautograph," and is an improvement upon a "stereocomparator," invented by a Herr Pulrich several years ago.

NORWAY.

THE new edition of the "Norwegian Commercial Calendar for 1913-14" enumerates 397 printing-offices in Norway, of which there are 111 in Christiania, 29 in Bergen, 11 in Trondhjem, and 14 in Stavanger.

THE city of Christiania has rented the use of thirty advertising pillars to the Heralden advertising agency, for 26,000 crowns ($6,968) yearly. The form of the pillars, which are to be erected before next summer, is not yet decided upon; a competitive contest of designers is in contemplation.

SWEDEN.

THE veteran printer, Frederik Nyholm, of Sweden, has been presented with a gold medal in acknowledgment of the good services he has performed for the local trade school.

THE printing and publishing house of Ivar Häggström at Stockholm has just celebrated the hundredth anniversary of its establishment. Its founder, Zacharius Häggström, who for many years was president of the Swedish Book Publishers' Association, died in 1869. In 1900 the establishment was changed into a corporation.

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

IX.— HISTORIES OF PRINTING.

BY HENRY LEWIS BULLEN.



COMPREHENSIVE history of printing in all phases of the subject remains to be written. No such book has been printed. Typography awaits its Gibbon. Possibly some reader of this page may immortalize herself or himself by writing "The Rise and Expansion of Printing, the Most Beneficial to Mankind of All the Arts." I have provided the title: on with the work!

Let us take a few steps with the coming historian. We all know, of course, that typography was an evolution from printing on engraved wooden blocks, and these from books written and illuminated by hand. Our historian will probably survey the methods by which mankind has at various periods endeavored to preserve and transmit its history and ideas. The literal meaning of the Greek word telegraphy is "to write afar," and of typography "to multiply writing." Thomas Astle, who wrote "The Origin and Progress of Writing, as well Hieroglyphic as Elementary, illustrated by engravings taken from marbles, manuscripts and charters, ancient and modern: Also some account of the Origin and Progress of Printing," London, 1784, 4to, 260 pages, opens with this sentence: "The noblest acquisition of mankind is Speech, and the most useful art is Writing. The first eminently distinguishes man from the brute creation; the second, from uncivilized savages." We printers are multipliers of writing, which is the basis of all civilization. We are the visualizers of thought.

> Whence did the wond'rous mystic art arise
> Of *painting* speech and speaking to the eyes?
> That we by tracing magic lines are taught
> How to *embody* and to *color* thought.

The student of paleography (ancient writing) will do well to commence with Astle, which is offered for sale not infrequently for about $10. Next I suggest that delightfully interesting though erudite little book, "An Inquiry into the Nature and Form of the Books of the Ancients, with a History of the Art of Bookbinding, from the times of the Greeks and Romans to the present day, interspersed with bibliographical references to men and books in all ages and countries, illustrated with numerous engravings," by John Andrews Arnett, London, 1837, 12mo, 212 pages, price about $2.50. Other good books are: Clodd, "The Story of the Alphabet," with ninety illustrations, 12mo, 234 pages, London, George Newnes, Ltd., n. d., comparatively recent, price 50 cents; Hoffman, "The Beginnings of Writing," illustrated, 16mo, 209 pages, New York, D. Appleton & Co., price about $2; and Jermain, "In the Path of the Alphabet," 16mo, 160 pages, Fort Wayne, Indiana, William D. Page, 1906, price about $1.50. Joseph Fry, "letter-founder, Type Street," London, compiled "Pantographia, containing accurate copies of all known Alphabets in the World," 1799, 8vo, 320 pages, worth about $5, an invaluable book. It gives the source of the alphabets it reproduces. The story of the evolution of written languages is intensely interesting. Had no such struggle occurred there would be no art of printing.

Perhaps the most important, certainly the most imposing review of the evolution of writing and of the book from the dawn of letters to the invention of printing is "Paleographie Universelle: Collection de Fac-simile d'Ecritures des Tous les Peuples et de Tous les Temps," 4 volumes, Paris, 1841. This great work was issued in the spirit of love for printing which markedly characterized the whole great family, by Firmin Didot & Brothers. The size of the page is 16¾ by 23 inches, and each volume is 1⅞ inches thick. [Reflect upon these dimensions.] The text is in twenty-two-point modern roman. There are 251 full-page facsimile engravings in color, many pages containing several specimens. These facsimiles are the finest examples of reproductive work ever executed; and it is doubtful if they ever will be equaled, as the method, based on a copper engraved keyplate, is very expensive. The color-printing is (speaking advisedly) perfect. The text of this monument to the fame of the Didot family is by J. J. Champollion and his son Aime. J. J. Champollion and his brother were the most famous paleographers of their



Isaiah Thomas, LL.D.

Master Printer, of Worcester, Mass., Founder and First President (1812-1831) of the American Antiquarian Society. Portrait based on oil painting of 1818, by Greenwood.

time. They discovered the key to the centuries-lost meanings of the Egyptian hieroglyphs, and were authors of the first grammar and of the first dictionary of the ancient Egyptian language and its three systems of writing. The text, therefore, of this work is in the highest degree authoritative. It unfolds majestically the evolution of the methods of recording facts and ideas. The plates were engraved and printed from the facsimile designs of J. B. Silvestre, the most eminent engraver of his time, who at the expense of the Didots spent some years in visiting the great libraries and museums of the world. An edition of this work was issued in England by Bohn in 1850, "Universal Paleography, or Facsimiles of Writings of All Nations and Periods," London, 809 pages. It consists of a volume of plates and two 8vo volumes of a translation of the text of Champollion, very ably done by Sir Frederic Madden. The English printers made a miserable failure

of the reproductions. The French work is worth about $1,000. A set is in the Library of the city of New York and another in the Typographic Library and Museum in Jersey City. The translation by Madden is worth about $7. My respect for this work is immensely increased by the fact that it was projected, financed and executed by a practical printer and his brothers, also practical printers. In 1689 François Didot was apprenticed to a printer in Paris. He became a master printer, with the sign of "The Golden Bible," in Paris, and died in 1757. His son, François Ambroise Didot, succeeded to the business, to which he added a typefoundry and paper mills. It was in this typefoundry that the Didot system of point bodies was formulated, and there Franklin's grandson, Benjamin Franklin Bache, was instructed in typefounding. François Ambroise Didot was the intimate friend of Franklin. He was



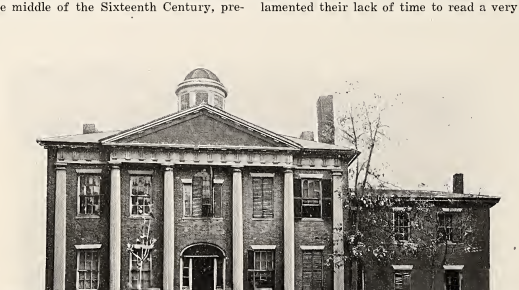
Hall of the Antiquarian Society of America, Worcester, Mass., founded 1812 by Isaiah Thomas, master ter printer of that city. One of the great libraries of America. Its treasures are indispensable to students of American history.

succeeded by his sons, Pierre and Firmin, and died in 1804. Of these sons, Firmin became the head of the family enterprises, died in 1836, and was succeeded by his son Ambroise Firmin Didot, the most illustrious of the family, to whose typographic enthusiasm we owe the "Paleographie Universelle." Ambroise Firmin Didot, who became head of the greatest printing establishment in France in 1827, was a practical printer and typefounder, having served an apprenticeship in both branches. His typefoundry as well as his paper-mills were the best in France. In his paper-mills paper was first made by machinery. The first paper-making machine was invented by one of Didot's workmen, who was financed by his employers. Ambroise Firmin Didot was the author of a history of printing and engraving and a dozen other works relating to printing. He collected a great library illustrating the history of books. It was sold at auction for $125,000 in 1877, one year after his death, and the sale was one of the great events of the world of books, on account of the rarity of the collection. If sold to-day it would probably realize five times as much. His uncle Pierre was the author of two valuable books on the history of printing, including a lengthy poem in honor of printing and of the services rendered to printers by his father. Here is another instance (conformable to the general rule) of a family of printers intensely interested in the literature and history of the art, enriching that literature themselves, who builded a business great as well in extent as in reputation, achieved the highest civic honors that may be given in France, and amassed great fortunes. The annals of printing prove this clearly: that whenever a printer is found who knows enough to properly esteem and value his occupation that knowledge raises not only the character or quality of his work but also the value of it to his customers. "Knowledge is power," and knowledge pays.

Early in the fifteenth century an art new to Europe was introduced in the Netherlands by some unknown enterprising man. Whether he invented block printing or by some means had derived knowledge of it from Asia, where it had been in use for a thousand years before his time, we know not. Civilization in Europe was very dark. Asia, which for centuries had furnished provinces and colonies to the Grecians and the Romans had become almost as remote and unknown as then was the western continent on which THE INLAND PRINTER now sheds its light before it stopped Columbus on his way to China in 1492. Printing was then commencing to dissipate European darkness and make all nations known to each other. A wood engraving of St. Christopher bearing the date 1423 is accepted as the earliest known piece of printing in Europe. There is much evidence to warrant the surmise that playing-cards were the first products of the new art, but no printed examples of these survive of date as early as 1423. Investigators have generally agreed that the earliest European block book is the Biblia Pauperum (Poor Man's Bible), an illustrated crude production probably printed between 1430 and 1450. This art persisted (notwithstanding the invention of movable types) into the sixteenth century, and while much of it is lost, Schreiber, the latest and most authoritative investigator, describes 5,491 examples now in existence in his "Manuel de l'Amateur de la Gravure sur Bois et sur Metal, au XVe Siecle," 8 volumes. Books in English enlightening this dawn of printing are: Singer, "Researches into the History of Playing Cards, with Illustrations of the Origin of Printing and Engraving on Wood," London, 1816, 4to, 389 pages, worth about $15; printed by Bensley, the printer who furnished the funds which enabled Koenig to invent the cylinder press. Singer's work is a good example of the better printing of that period. Chatto, "Facts and Speculations on the Origin and History of Playing Cards," London, 1848, 8vo, 351 pages, worth about $10. Sotheby, "Principia Typograph-

ica: the Block Books or Xylographic Delineations of Scripture History issued in Holland, Flanders and Germany during the Fifteenth Century, exemplified and considered in connection with the Origin of Printing," London, 1858, folio, 3 volumes, 622 pages, with 175 full-page plates. This magnificent work is chiefly valuable for its illustrations, as its author is not accepted as an authority on matters in dispute. Only 215 copies were printed, and the author, being the leading book auctioneer of his time, sold the whole edition at auction in two hours, the reserve price being $45 per set, which is about what it is worth now. Another sumptuous work is Humphrey's "A History of the Art of Printing, from its invention to its widespread development in the middle of the Sixteenth Century, preceded by a short account of the Origin of the Alphabet and the successive methods of Recording Events and Multiplying MS. Books before the invention of printing," London, 1867 (second edition, 1868), folio, 226 pages, with 100 full-page photolithographic reproductions, more showy than faithful, and worth about $20. While this is a book that should be in a printer's collection, it is not to be followed as authoritative, though much may be learned from its reproductions. H. Noel Humphreys was an artist of contemporaneous celebrity. He published in 1870 "Masterpieces of the Early Printers and Engravers," folio, 87 pages, with 81 full-page reproductions. This attractive book is rather more interesting to amateurs of engraving than to printers. It is worth about $15. By all means search out the books mentioned in this paragraph in the libraries; despite certain literary limitations (excepting Singer and Chatto) they are monumental productions and will delight all true printers.

But now let us begin to read to learn. Here is a book which every American printer should own. To Theodore Low De Vinne, master printer and founder of The De Vinne Press of New York, belongs the honor of writing the best and most reliable history of the invention of printing in the English language. "The Invention of Printing: a collection of Facts and Opinions descriptive of Early Prints and Playing Cards, the Block Books of the Fifteenth Century, the Legend of Lourens Janzoon Coster of Haarlem and the Work of John Gutenberg and his Associates," illustrated, New York, 1878, folio, 557 pages. Theodore L. De Vinne, apprentice in Catskill, compositor and foreman in New York, partner and sole proprietor, active in all projects to advance the welfare of printers, builder of a world-wide reputation as a printer of grand books — this busy and exceptionally prosperous printer found time to create this monument to himself and his art, while tens of thousands of his fellow craftsmen, working by the clock, lamented their lack of time to read a very little about the



Antiquarian Hall, Worcester, Mass., erected in 1820 and presented to American Antiquarian Society by Isaiah Thomas, master printer, and author of "The History of Printing in America"; vacated by the Society in 1853; demolished September, 1912. This is the last picture taken and shows the edifice unoccupied and dilapidated.

art of which they were and are not worthy. Mr. De Vinne, still spared to honor his occupation, adopts for his motto on his title-page a quotation written in 1566, from Foxe, author of "The Book of Martyrs" — "Hereby tongues are knowne, knowledge groweth, judgment encreaseth, books are dispersed, the scripture is seene, the doctors be read, stories be opened, times compared, truth discerned, falshood detected and with finger pointed, and all, as I said, through the benefit of Printing." Mr. De Vinne's work is indispensable to the English-speaking student of printing; no other covers the whole ground. It is thorough, candid, and interesting. As we read we perceive the deep and proper reverence the author has for the art. We see that the printer must be the final historian of printers. Copies of the book may be procured from The De Vinne Press, New York. The price is $6.50 postpaid; it is worth much more. The last chapter in this book deals with the spread of printing immediately after the invention. To trace the history of printing in Europe after the period which Mr. De Vinne covers will be the task of my next article.

What De Vinne has done for Europe another American printer has done for America. How many printers have

knowledge of Isaiah Thomas, master printer of Worcester, Massachusetts? A short while ago a public library was erected in St. Louis, and (in honor of printing) the names of celebrated printers were incised on the walls. The names are nearly all European. Instead of De Vinne they have "The De Vinne Press," and if they have Franklin that is all of Americans. Yet Thomas was a conspicuously able printer whose work was the best in America in his time. He was known in Europe as "the Baskerville of America." Isaiah Thomas' name should be on the library in St. Louis and included in all lists of famous printers. Almost all we know of the beginnings of printing in America we learn from "The History of Printing in America, with a Biography of Printers, and an Account of Newspapers, to which is prefixed a concise View of the Discovery and Progress of the Art in other Parts of the World," 2 volumes, 1,073 pages, Worcester, 1810. A second edition was issued in 1874, with corrections and additions. This work must be read by all who desire to learn the history of printing in America. Like Mr. De Vinne's work it has no rival in its field. Isaiah Thomas was apprenticed to the printing occupation in Boston in 1756 at the age of seven. He attended school for only six weeks. When seventeen he absconded from his employer and became a "tramp" printer, but returned to Boston in 1770 as a journeyman at the request of his employer. He established himself in business in Boston, but when the Revolutionary War commenced in 1775, he, being a minute man, found it necessary to abscond again, taking his one wooden hand press and his scanty stock of types to Worcester, then a small village. In the same year he revived the *Massachusetts Spy*, a paper which acquired great influence. I have not space to trace his remarkable career, much of which is related in his history. Suffice it to record here that in 1802 he retired from active business as printer and bookseller in favor of his son. At that time and subsequently he was principal partner in printing-plants and book stores in Boston, Baltimore, Walpole, Brookfield, Windsor, Newburyport, Portsmouth and Albany. His business in Worcester in 1796 was inventoried: Presses, $723.66; types, $12,631.01; printing materials, $504.43; cuts, $525.16. In 1802 Thomas inventoried the value of all his possessions at $151,340.91, the purchasing power of the dollar being then nearly four times as much as it is now. In 1817 the printing and publishing business of Andrews & Thomas, in Boston, inventoried $181,735. Andrews had been apprentice to Thomas. In 1793 he erected a paper-mill in Worcester, the first in which wove paper was made in America. In his retirement he worked on his history, and established the American Antiquarian Society, giving it a building, a picture of which is printed herewith, and a library of three thousand volumes, and undertook the task of managing the society and its library. His monetary gifts to the society amounted to $50,000 in all. He was a member of all typographical societies then existing. Writing to the Philadelphia Typographical Society in 1825, he concluded: "Could I live my life over again and choose my employment it would be that of a Printer." He was the most highly honored man in Worcester, grand master of the Masonic order in Massachusetts, a liberal subscriber to all charities, the donor of valuable lands to Worcester, which that city still possesses, and upon his death in 1831 he was one of the seven richest men in America. I do not think his honor and fame are increased by his wealth, but mention the fact to show that Thomas' love of printing and its literature went hand in hand with capacity to make printing profitable. By his will he bequeathed $122,766 in cash to learned and charitable institutions, including several printers' societies. The Antiquarian Society of America has just celebrated its centennial. It is a great national institution, owning one of the best libraries in America, especially strong in Americana, the best of which was collected by Thomas. A picture of its new hall is printed with this article, with other pictures relating to the work of Isaiah Thomas, whose memory is remembered and honored by the learned and scientific men in all countries, but lamentably forgotten by his fellow craftsmen, who are too busily engaged in rending the air with laments on the impoverishment of their occupation to find time to read of the achievements of a fellow printer who read, learned, studied and loved his art and made it remarkably profitable. Study the pictures and learn a profitable lesson from the man. The printer ignorant of the history of his occupation is not, and never has been, as commercially successful as those who have added pleasure and dignity to their lives through that study. Isaiah Thomas' motto on his title-page is:

Printing dispels the gloom of mental night.
Hail! pleasing fountain of all light!



Dorothy Darlynge Gore,
One-year-old daughter of Ralph K. Gore, machinist-operator on the *Kansas News-Democrat*, Hiawatha, Kansas.

SUPERFLUOUS.

Casey (teaching Hogan to swim).—Now, kape yer mouth shut and breathe through yer nose?

Hogan—And phwat else cud a man breathe through wid his mouth shut, ye fule? — *Life*.

Written for THE INLAND PRINTER.

PHRASES OR COMPOUND WORDS?

BY F. HORACE TEALL.



LL printers, in speaking of a compound word, mean a word containing a hyphen. Compound word in this writing means any word made by uniting two or more words, whether with or without a hyphen. Literally even such a word as Sunday is a compound, and all such single words are so classed here, although the writer utters no objection to the printers' convenient distinction. Phrase means for our purpose what printers always call two words, and includes also some merely naming terms of three primarily distinct words, such as marsh bent grass. We here use phrase, hyphened compound, and solid compound instead of two words, compound, and one word.

Very many articles have been printed about compound words. But have they resulted in a better understanding of the subject by any one? As nearly as I can ascertain, the matter stands just as it has always stood, without any practical approach to agreement. All large dictionaries have shown thousands of words joined with hyphens, except the last two editions of Webster's, and our best books have always had and still have hyphened compounds like those in dictionaries. That last statement would be more accurate in reverse order. It is truly because such compounds are in literature that they appear in dictionaries. Yet no two books and no two dictionaries are exactly alike.

Notwithstanding the similarity found in most good books, English print has always shown more of dissimilarity. Always we have had disagreement. We probably are nearer now to general agreement on one point than ever before. The opinion is quite common now that there is little need for hyphens in compounding, and that notion is becoming more widespread than ever before, though it has always existed.

One of the strangest things of its kind was done in the making of the Webster's International Dictionary. Its predecessor, Webster's Unabridged, had for many years been the most influential authority in America, and from it many people had learned something like system in hyphening. A new set of editors made its successor, and they happened to be men who disliked hyphens, so they overturned the policy of the work and separated into two words most of the terms which had been hyphened compounds. Yet when the latest revision was made, the New International, the strongest objection to the restoration of the hyphens was that it would be too violent a change of policy.

Yet stranger still is the fact that both sets of editors admitted some hyphened compounds that are distinctly contrary to their general practice. Their ostensible reason was that these are prevailingly used in that form. But there is not one instance in which this can be proved any more satisfactorily than in all similar cases. Among their striking inconsistencies are countingroom, dining room, and drawing-room, letter writer and story-writer, and many other differences equally unreasonable. No other dictionary shows so much confusion.

Following is the tale of common experience as told by Theodore L. De Vinne, in "Correct Composition," page 61: "Words of variable spelling are rare in ordinary copy, but words that may be compounded are frequent. When to set up two meeting words as two words, when to consolidate them in one word, when to connect them with a hyphen, are problems that the compositor has to decide almost every hour. He finds it very difficult to get authoritative instruction. There are not many authors who compound words uniformly, and the dictionaries differ, and sometimes are not consistent in rendering words or phrases of similar class. . . . The proofreader may overrule the teachings of the dictionary provided by the office as an authority, and may correct proof by some system of his own. The author may object to the rulings of dictionary and proofreader, and may insist on his own methods. It follows that there are often wranglings in every printing house over the propriety of some compounded words."

This really says nothing that is new to any one, but it does state old facts in a new way. But Mr. De Vinne does say something surprisingly new a little further on, thus: "The theory of compounding is quite intelligently presented in many English grammars. When two words meet which convey one meaning, with the emphasis of pronunciation upon the first word, the two words should be consolidated or connected with the hyphen, as in laughter-loving. When emphasis is required for the second word, the two words may not be connected with the hyphen. This is clear and easily remembered, but to this general rule there are some exceptions not to be classified. . . . Two words should not be connected with the hyphen when separated words will convey the meaning with sufficient distinctness."

Can any one name many English grammars that intelligently present such a theory? The present writer, who has searched a large number, has not found such presentment in one of them. He can not find any clear indication in Mr. De Vinne's rule. Mr. De Vinne gives a list of a hundred approved hyphened compounds, and not one of them could ever be misunderstood as two words. We must have more definite instruction if we are to learn.

What has been quoted herein was selected as emphasizing the fact of disagreement. Is there any way to establish a body of practice for any single establishment, so clear that all workers will know just what to do and all do the same? Everybody knows that such understanding has not yet been attained anywhere. Everybody knows it is worth while.

In just one way this may be done. Let some one make it his special duty to enter in a record each term of the kind as soon as it is decided. Everybody will be surprised at the rapidity with which all hands will learn these decisions when it is once known that they are recorded, so that there can be no doubt of what they are. An objection to this may be that it is a hopeless task to do this. It would be so to make a full new list, but not to use a list already made, by merely marking a change where the printed form is not approved.

One such list of forty thousand terms has been published in the book "English Compound Words and Phrases," but the publishers' supply is exhausted, and they doubt whether it would pay to print more. The author is sure it could be made practically useful in every printing-office. If you think so, will you please write to the author to that effect, especially if you will buy it? Address F. Horace Teall, 93 High street, Glen Ridge, N. J.

HELL FAMILY KEEPS COOL.

The Hell family has been discovered in the thriving town of Farrell, built by the United States Steel Corporation.

The members of the Hell family are not averse to using their name in a business way. For instance, the head of the family, Conrad Hell, an ice-cream manufacturer, has signs reading. "Go to Hell for Ice Cream," scattered throughout the city.

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Bending of Matrices.

An Ohio operator asks: "Will you, through your valuable "Machine Composition Department" advise me what is likely the cause of and the remedy for the bending of the enclosed matrix? I sorted up the machine (No. 4) and the first day bent four new matrices, all lower-case 's's.' Since that time the trouble is not so bad, but every day or two, one or more matrices bend. I have examined the distributor box and everything seems in adjustment."

Answer.—The cause of your trouble may be found in the bar point at the end of the distributor-box bar. Remove the box and place a thin matrix on the bar and press it in the full distance. In a good light, examine the space between the point and matrix. Ordinarily this space will be found to be just a trifle greater than the thin space. If you find that it appears to bind, remove the bar and dress off a trifle from the end of the point. If you find ample space here, examine the cam on the back screw. This may show wear and may need to be replaced with a new one. The matrix buffer of the distributor should be cleaned so that it will not be gummy.

Thin Matrices Damaged.

The following is from a Pennsylvania operator: "(1) There is a new Model 8 machine in the plant where I am employed, and, with the exception of the lower-case 'i' of the eight-point font, it is running perfectly. On the enclosed sample you will notice that the lower lug on the face is battered. I can not find out what does the damage. The lower-case 'i' of the eight-point font is the only letter of the three fonts used in the machine that is battered this way. Can you give me a remedy for this? The eight-point font is used in the first magazine, a ten-point font is used in the second magazine, and a twelve-point font is used in the third magazine. The last two-mentioned fonts are as perfect as the day when they were first received from the factory, and what gets me is that the eight-point lower-case 'i' is the only letter of the entire three fonts that is damaged this way. (2) On a Model 1 machine, a flame not less than one-half an inch high must be maintained to keep the temperature of the metal 550° F. Do you think the pot needs repacking to reduce the flame and still have the metal 550° F.? And no matter how hot the metal is, a cold face always casts on the left half of the slug. I tried to remedy this by putting tallow in the well and pumping it out through the mouthpiece, but it did not do any good. A new plunger was recently gotten for this machine, which produced a solid slug, but it did not help the face any. The pot or mouthpiece has not been touched for years."

Answer.—(1) The trouble is due to sending the assembling elevator up with more than normal force. This causes the "i" on the left end of the line to be raised a trifle and it strikes the duplex rail in the line intermediate channel and is there bent. We suggest that you keep the long duplex rail in the assembling elevator in so it will prevent matrices rising in case the elevator is raised with two much force. (2) The flues may be choked and the bad face caused by the throat of the pot being clogged with dross.

Matrix Transfers and Distributor.

A Colorado operator writes: "(1) I have had some trouble with matrices not responding. I took them out and cleaned them every day, and cleaned the magazine, which helped for a little while, but they seem to get foul again in just about one day or less. I seem to have gotten oil on the ejector-blade; anyway it is always oily. (2) I am having a little trouble with the distributor throwing matrices out on the floor, and sometimes it carries them clear past their own channels. The other day I lost the lower-case 'g's' and finally found them in the 'ffi' channel. I can not remember having had that trouble before. (3) About three or four times a day the second elevator goes up with a slam that shakes the machine and seems to shake the whole building, and I have not been able to figure out why, nor have I seen it when it happened, but three or four times since I have been here the second elevator when going up has caught on the shifter, but it does not catch when it slams. (4) When the second-elevator bar seats to transfer the matrices, it seems to lack a point of being back as far as the distributor-box bar, and I thought they should line perfectly. My troubles on this job have been caused principally by dirt and oil, and if you can explain any of the other troubles I mention, I will be very glad to follow your directions."

Answer.—(1) In regard to oil getting on the matrices we believe that if you remove the ejector-blade and clean it and wipe the oil from the ejector guide and slideway, it will help to prevent a recurrence of the trouble. You should remove the distributor box, and, while it is out, clean the distributor screws with a cloth moistened with gasoline. After this operation polish the thread of the screws by brushing them with graphite. Do this while the screws are running. You should see that no oil is used on the line-delivery slide or slideway. If you find these parts oily, clean them with gasoline and use graphite henceforth for lubrication at those points. Use the magazine brush to rub in the graphite, also run the brush through the line intermediate channel when the first elevator is at full height. (2) Matrices that fall on the floor from the distributor bar or from the magazine entrance should be run through the distributor repeatedly, and while the matrices are on the bar you should closely observe their movements in order, if possible, to determine the cause of this abnormal action. Examine the entrance guides and see that they are all

equidistant. The reason for the "g" falling into the "ffi" channel is likely its being held up while crossing the gap in the distributor bar. Generally the "g" drops into the "ff" channels in such cases. (3) It may be possible that the safety pawl is pushed off of the stop-lever more than one sixty-fourth of an inch. If you find this to be the case, readjust the buffer by its screw on the pawl, or if it is the old style, and has no screw, you should cut off sufficient of the small end of the buffer to secure a one sixty-fourth inch clearance. If the ejector pawl is set too low it will be the cause of this disturbance. It should occur more frequently, however. The second-elevator starting spring, if broken or too weak, will permit the elevator to catch on the distributor shifter. If the distributor-shifter slideway is in need of lubrication it will cause the trouble. Use graphite here. (4) If the second-elevator bar does not line up with the box bar, it may be due to a deflected link or a bent second elevator bar link hinge pin rod. This is the rod that connects the link to the second-elevator bar. It may have been bent in some of the disturbances referred to in question No. 3. Remove the parts and examine. If the rod is found to be straight it may be that the link is at fault or that the back stroke of the elevator needs changing. This can be readily ascertained by the following plan: *(a)* Lock the spaceband transfer lever pawl. *(b)* Pull out starting-lever and allow the cams to rotate until they are stopped by the safety pawl. *(c)* When the cams stop, place your finger on the second-elevator lever roller and note if it is free from the cam surface, as it should be. If it is free, take a wrench and loosen the check nut on the elevator adjusting bolt and turn out on the adjusting nut until the roller has contact with the cam surface. *(d)* Now turn this adjusting nut in slowly and feel the roller, and when it is just free from the cam surface turn up the check nut. *(e)* Allow the cams to come to normal position, and then examine the alignment of the elevator and distributor-box bars. If they fail to align properly, observe if the bar plate can be forced back into its seat by hand. Try it when the distributor box is out and when it is in place. If the same condition prevails in both cases it may indicate a deflected link (G 169), and a new one should be ordered.

Recent Patents on Composing Machinery.

Knife-wiper.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed February 3, 1911. Issued July 8, 1913. No. 1,066,625.

Font Distinguisher.— D. Petri-Palmedo, Hoboken, N. J., assignor to Electric Compositor Co., New York. Filed January 27, 1911. Issued July 8, 1913. No. 1,066,942.



NEWLY FORMED WOMEN'S AUXILIARY OF NASHVILLE, TENNESSEE, TYPOGRAPHICAL UNION.

Type Caster and Setter.— F. Schimmel, Montrouge, France. Filed January 18, 1909. Issued July 29, 1913. No. 1,068,936.

Ludlow Typograph.— W. A. Reade, Cleveland, Ohio, assignor to Ludlow Typograph Co., Cleveland, Ohio. Filed August 15, 1910. Issued August 5, 1913. No. 1,069,176.

Vise Jaw.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed August 22, 1910. Issued August 12, 1913. No. 1,069,927.

Type Justifier.— B. M. Des Jardins, West Hartford, Conn., assignor to Unitype Co., Manchester, Conn. Filed May 15, 1899. Issued August 12, 1913. No. 1,070,255.

Second Elevator Transfer.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed February 1, 1912. Issued August 26, 1913. No. 1,071,482.

Multiple Magazine Distributor.— R. F. Barnes, Washington, D. C., assignor to Mergenthaler Linotype Co., New York. Filed March 25, 1912. Issued September 2, 1913. No. 1,071,981.

Tabulating Matrix for Linotype.— A. E. Markwell, Ft. Worth, Tex., assignor one-half to C. W. Stanton, Ft. Worth, Tex. Filed April 17, 1913. Issued September 2, 1913. No. 1,072,137.

Matrix Escapement.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed November 24, 1911. Issued August 19, 1913. No. 1,070,485.

Matrix Escapement.— A. Hoyer, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed November 25, 1912. Issued August 19, 1913. No. 1,070,687.

Written for THE INLAND PRINTER.

NEW YORK'S PUBLIC PRINTER.

BY S. H. HORGAN.

DAVID FERGUSON, "Supervisor of the City Record," is editor of the bulkiest daily paper in the country, for it sometimes reaches two hundred and fifty pages in a single issue. This should entitle him to a paragraph in THE INLAND PRINTER. Besides this, "Editor" Ferguson controls the printing, stationery, and blank-book supplies of the city of New York, which should make him worthy of at least a column of space. But when statistics prove that the "Supervisor" has saved the taxpayers of New York in three years $2,100,000 then every one in the printing trades becomes interested and wants to know how he does it, and it would take more than a page to briefly tell it; while a bulky volume would be required to record some of the stunts "Dave" Ferguson — as he is affectionately known among newspaper men — has "pulled off" since he began as a cub reporter in New York.



DAVID FERGUSON.
Superintendent of *The City Record*, New York.

The first Public Printer of New York was William Bradford, who was inveigled into the job by a resolution of the City Fathers of 1693, who: "Resolved in council that if a printer will come and settle in the city of New York for the printing of our Acts of Assembly and Public Papers, he shall be allowed £40 current money of New York per annum for his salary and have the benefit of printing besides what serves the publick!"

It was not a salary inducement that brought the present Public Printer of New York to succeed William Bradford, for he could make more money as a newspaper man. The late Joseph Pulitzer told him he could fix his own salary if he would but remain on his paper. Mr. Ferguson had been working nights for so many years, without seeing his children more than once a week, that the privilege of working during the day, like a civilized human being, appealed to him more than money.

Mr. Ferguson is from Norfolk, Virginia, and twenty-three years of a post-graduate course in the greatest university in the world — the daily newspaper — has but added to the suavity of this polished Southern gentleman. His work had been for years in the Wall street end of the newspaper, and it was while there he observed how the great insurance companies not only dominated the "street" but were using policyholders' money for improper purposes. His newspaper exposures startled the country, brought about a state inquiry into those insurance scandals and resulted in the election of Governor Hughes and changes in insurance methods.

When Mayor Gaynor took office in New York it was current belief that in the publication of the official daily paper, the *City Record*, as well as in the city advertising and printing there was much waste. The Mayor asked Mr. Ferguson to take charge of it all and the results have been, among other things, an enormous saving to the taxpayers.

The first principle that Mr. Ferguson laid down when he took control was that there should be no favored printer. Every reputable printer in New York is welcomed to bid on the city printing, and there shall be full and open competition in the purchase of all supplies. At first there was some difficulty in getting firms to bid, owing to the bad reputation the city had among printers, stationers and bookbinders. It was said at the outset that the Supervisor could not keep the competition going for more than three months, that the firms which had always controlled the city's business would starve out the others by cut-throat tactics; but the competition to-day is as keen as it was in 1910 when the city work was thrown open to all comers.

To keep the competition alive great care has been taken by the Supervisor to see to it that the bills of contractors are paid promptly. Under a system that formerly prevailed it took an average of seven months for a contractor to get his money after the goods had been delivered, and some bills were not paid until a year and a half after delivery of the goods.

During 1911 the average time of payment of bills, between the delivery of goods and the date the contractor received his check, was thirty-five days, and since then improvements have been devised to bring the payment down to twenty-one days. A rule of the office is that all bills be kept moving, either forward or backward, and not be allowed to lie on the desk of some clerk until it pleases him to pass it along for payment; so that the city of New York is looked upon by printers now as a cash customer.

Another thing Mr. Ferguson did was to test, standardize and classify all the ledger paper, bond paper, cardboard and other supplies used by the city. Then he issued a set of rules to be observed by all printers, lithographers, blank-

book makers, stationers and others obtaining orders from his office and made these rules a condition of all estimates submitted. Herein was prescribed the grades of papers and their makers that had met the requirements of the Standard Testing Laboratory of the city of New York.

The Supervisor still applies tests to both the samples and deliveries of all papers and cardboard stock supplied to the city. These tests show the fiber composition, the tensile strength, elongation, breaking length, folding endurance, bursting strength, the ratio of bursting strength to thickness and the chemical composition of all papers. Only water-marked bond papers are used. The city tests of some of the standard papers are frequently "miles away" from the figures supplied by the manufacturers.

The requirements as to quality of work are as follows: The work shall be done in a good, sufficient and workmanlike manner. On printed matter the composition shall be neat, and shall be free from battered or broken type; the presswork shall be of the first grade, producing a clear, clean, sharp impression; the ink to be used shall be of the first quality, of colors as called for. Where electrotypes or other plates are used, the plates must be replaced with new ones when, by use, the impression ceases to be sharp and clear.

All contractors are obliged to comply with Sections 3 and 14 of the labor law. No laborer, workman or mechanic in the employ of the contractor, sub-contractor or other person doing city work shall be permitted to work more than eight hours a day. The wages paid for a legal day's work shall not be less than the prevailing rate for a day's work in the same trade or occupation where such work is done, etc.

Interesting items might be gathered from the annual report of the Supervisor, for instance: The *City Record* publishes as supplements in January and July a complete list of the eighty-odd thousand employees of the city giving their names, addresses and salaries. It publishes annually, as a supplement, enrolment lists of all the voters. Another supplement gives a description of every individual piece of property in all the five boroughs of the city, with the name of the owner, the lot and block numbers, the size of the lot, the size of the building thereon, the assessed value of the land and the assessed value of the land and building. Does one wonder that Editor Ferguson is bald?

Besides editing copy Supervisor Ferguson must look after the printing of 25,000 printed forms. Some of these individual forms require fifteen tons of paper. He must deliver 12,583 bottles of ink, 155,340 pencils, 41,232 penholders, 21,921 stenographers' notebooks, 7,107,500 sheets of typewriting paper, 9,536 typewriter ribbons, 2,242 bottles of mucilage, 544,068 blotting-pads, 599,800 sheets of carbon paper, 2,931 jars of paste, etc. All of which explains Supervisor Ferguson's baldness, and the only wonder is that he is alive.



OCTOBER.

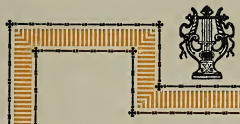
Photograph by R. R. Sallows, Goderich, Canada.

HIS MASTERPIECE.

The young novelist had had a tough time of it, as had his dear wife. She held his talents in poor esteem and often urged him to try something else for she was sometimes hungry and all the time ill clad. But one day his luck changed. He began to make money. And there came a day when he was able to write his check for $100 and pass it to his wife.

Her eyes filled with tears as she read it.

"Willibrand, darling," she said as she hastened around the table and put her arms about his neck, "I'll take back all the mean things I ever said about your work. This is the best thing you ever wrote."



Sacred Concert

First Baptist Church
Springfield, Missouri

Monday Evening, April 3
at eight o'clock

Given by

Mr. Kenith Bradshaw and His Pupils

Assisted by

Miss May Iler, Piano Mr. John Stall, Tenor

ORDER OF DANCES

1. TWO-STEP
 Big Time Tonight
2. WALTZ
 Blue Danube
3. TWO-STEP
 Honolulu Rag
4. WALTZ
 Wild Irish Rose
5. THREE-STEP
 Caught in the Net
6. WALTZ
 Garden of Roses
7. TWO-STEP
 Yiddisha Rag
8. WALTZ
 From the Three Twins
9. TWO-STEP
 Any Little Girl

ORDER OF EXERCISES

AT THE LAYING OF THE CORNER STONE OF THE ROBERT STEVEN MEMORIAL BUILDING OF JOLIET, ILLINOIS, AT 89 WEST CENTRAL AVENUE, NEAR TAYLOR STREET



SEPTEMBER 10, 1913

Commencement Exercises

Class of Nineteen Hundred and Thirteen

Manistee High School
and
Boyd Training School

✣

Coliseum Annex
Wednesday Evening, January Twenty-one
Nine O'clock



MENU

Canape

Cream of Asparagus
Olives

Filet of Whitefish, Maitre d'Hotel
Cucumbers

Timbales of Sweetbreads
French Peas

Punch, Creme de Menthe

Roasted Chicken
Potatoes Chateau

Salade aux Fruits

Cheese Fantaisie

Coffee



ANNUAL BANQUET
OHIO PRESS CLUB

NOVEMBER 29, AUDITORIUM HOTEL

MENU

CAPE COD OYSTERS

MOCK TURTLE, BALTIMORE
Olives and Radishes

CUTLETS OF HALIBUT
Lobster Sauce
Parisienne Potatoes

TENDERLOIN OF BEEF
Green Peas

FROZEN PUDDING

COFFEE



PROGRAM

MARCH OF THE PRIESTS — Mendelssohn

CHORUS, "GLORIA," MASS IN F — Loesch

SOLO, "GENTLY LEAD US" — Morrazzino
Mr. Frank Bennett
Violin obbligato by Mrs. J. Johnson

POLISH SERENADE — Scharwenka

DUET, "SWEET IS THE WORK" — Wiegand
Miss Rose Molten, Miss May Dorny

OFFERTORY IN D MINOR — Batiste

SOLO, "SALVE REGINA" — Parker
Mrs. M. Sorenson

OVERTURE — Balfe

CHORUS, "MAGNIFICAT," IN C — Leighter

Music by the Baldwin Orchestra

BILL OF FARE



CARTERSON'S RESTAURANT

317 SHERMAN STREET
LOUISVILLE, KENTUCKY

JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Display printing has been defined as "A logical arrangement of copy for the purpose of making things plain."

Some of us are prone to forget this. We seem to think that the chief end of display printing is to furnish us an opportunity to demonstrate our ability in originating designs. Instead of having uppermost in our minds the thought as to whether or not we are making things plain, we are carried away with a consideration of arrangement—trying to get the matter into a certain design.

The first consideration of the compositor in displaying a piece of printing must be to arrange the copy in such manner that the most essential points shall be brought out and easily attract the attention of the eye. Sometimes, however, it is deemed desir-

By-Laws
Cedar Lodge
No. 1269, Loyal Order
of Moose, Lebanon,
Indiana

Nineteen
Hundred and
Thirteen

FIG. 1.—The arrangement of the matter in the lines in the upper group is not conducive to legibility. Compare with FIG. 2.

By-Laws
Cedar Lodge No. 1269
Loyal Order of Moose
Lebanon, Indiana

Nineteen
Hundred and
Thirteen

FIG. 2.—A more logical arrangement of the upper group, the text being divided so that each item is in a separate line.

able to keep all of the reading matter in one size of type, neither emphasizing a portion of it by setting it in type larger than that used for the balance of the group nor subordinating a part of it to the main display. An instance of this is shown in the title-page arrangement in Fig. 1, a page in which it was thought desirable to set all of the upper group in one size of type. It is in instances of this character that the definition of display quoted above — "A logical arrangement for the purpose of making things plain" — should be especially kept in mind.

Annual Program
of
The Round Table

1913-1914

Kinston, North Carolina

FIG. 3.— The narrow type-design on a wide page does not give a harmony of shapes.

Annual Program of The Round Table

1913-1914

Kinston, North Carolina

FIG. 4.— A wide design on a wide page results in a pleasing shape harmony.



FIG. 5.—A title-page by Joseph Settler. From *Archiv für Buchgewerbe*, Leipzig.

As a usual thing, we read display printing by lines — a line at a time — and if there is to be any division or halting between the various items or points which compose a group, it should be at the ends of the lines, rather than in the center. Now to a certain extent the upper group in Fig. 1 reads along in a connected manner, but an analysis of the copy will show that there are four different items which go to make up the group. First we have "By-Laws," which in a measure is a portion of the display complete in itself. This has been placed in a line by itself and is correspondingly legible. Then we have the words "Cedar Lodge No. 1269," signifying the local branch of the order. Following this come the words "Loyal Order of Moose," the name of the order itself. Last come the words "Lebanon, Indiana," the address of the local branch above referred to. It follows, then, that an arrangement which would display these items in this manner, each one in a separate line, would be the logical arrangement for making things plain, inasmuch as it would present to the eye in each line a relatively complete phrase or portion of the text.

But note how the page in Fig. 1 has been arranged. The first two lines appear satisfactory at first glance, but when we come to the third line we have the words "No. 1269, Loyal Order," which in themselves are incomplete and mean nothing. In the fourth line we have the words "of Moose, Lebanon," which are almost as meaningless. Inasmuch as it is the custom in reading displaywork to take in each line at a glance the group in question loses much of its force for display because of the

confusion caused by the fact that the arrangement of lines leaves it more or less without meaning.

Now let us work out a more logical arrangement



Fig. 6.—From an insert of the typefoundry of Emil Gursch, Berlin, in *Archiv für Buchgewerbe*, Leipzig.

of this copy — one that will tend to make the text matter plainer and more easily read. Instead of dividing the words which form the name of the local



Fig. 8.—A striking cover-design by Melchoir Lechter. From *Archiv für Buchgewerbe*, Leipzig.

lodge and placing part of them in one line and part of them in another, we will place them all in the second line, as is shown in Fig. 2. In the third line we will place the words which comprise the name of the order, and in the last line we will place the words of the address. This gives us a design which is fully as pleasing as that shown in Fig. 1, while the arrangement of the words makes it much more easily read.

It is true that in straight matter we do not pay much, if any, attention to how the words break at

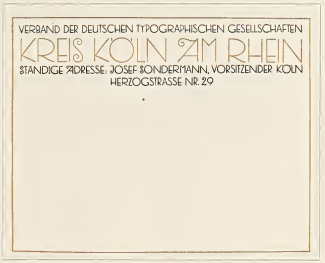


Fig. 7.—An interesting envelope arrangement. From *Archiv für Buchgewerbe*, Leipzig.

the ends of lines. But an arrangement of this character is very different from straight matter, even though it be set all in one size and style of type.



Fig. 9.—Poster-design by Paul Scheurich. From *Archiv für Buchgewerbe*, Leipzig.

And so, in our display printing, we must consider the forcefulness of the display as well as the

design. There are, of course, exceptions to every rule or precedent, but ordinarily we should not sacrifice legibility in order to secure a certain desired arrangement.

* * *

Shape harmony implies that the various things which enter into a piece of printing shall have something in common as far as their shapes are concerned. It means, briefly, that a narrow page calls for a narrow type-design, while a wide page calls

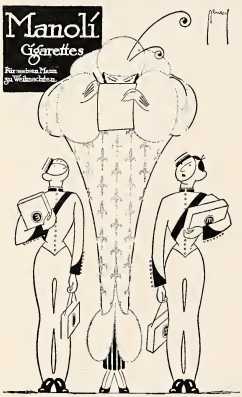


Fig. 10.— Poster design by G. Deutsch. From *Archiv für Buchgewerbe*, Leipzig.

for a wide design. Shape harmony is one of the fundamental principles of good type-design.

In Fig. 3 we have an illustration of the results due to a failure to consider the relation of the type-page to the shape of the paper. In this example the paper page is almost square while the type arrangement is narrow, thus crowding the margins at the top and bottom and allowing unusually wide margins at the sides.

A rearrangement of this page, with the type measure made wide in order that it may harmonize with the shape of the page, is shown in Fig. 4.

* * *

Readers of this department will be particularly interested in the examples of German design and typography which we show in Figs. 5 to 10. They are reproduced from a recent number of *Archiv für Buchgewerbe*, published in Leipzig. Fig. 5 is a title-page designed by Joseph Settler, and the original was printed in red and gray, on white antique stock. Fig. 6 is a reproduction of a striking card from an insert of the typefoundry of Emil Gursch, Berlin. In Fig. 7 is found an interesting envelope arrangement, the design being unusual and the treatment excellent. A striking cover-design by Melchoir Lechter is reproduced in Fig. 8, while Figs. 9 and 10 show poster designs, the former by Paul Scheurich and the latter by G. Deutsch.

AN ANCIENT PRINTING PRESS.

At a recent printers' gathering W. J. Oatman, of Pittsfield, Massachusetts, a veteran printer, was asked to tell the story of an ancient press which he once ran. It was called a "Guernsey," which none of those present had ever heard of before, and was made in the time of the Civil War, or before, by Gordon McKay, also of Pittsfield. It would print two pages of an eight-column paper. It had a peculiar motion, as, instead of reversing on its track, the forms ran out, then dropped five or six inches and ran back under the cylinder of the press, then rose to the former level. The press was taken on a wagon and drawn to wherever it found a job. These presses found a mission immediately after the close of the war in printing a class paper in the south for colored people's societies. The particular press run by Mr. Oatman had been used on the *Lee Chronicle* by W. H. Hill, and went with that paper's effects to the *Gleaner* office, from which place it went out into New York State, and in the seventies to a place called Canaan. As Mr. Oatman went toward the office of the *News* he heard a noise like a threshing machine. A few steps more and he saw a white horse working a treadmill from which a belt ran to a second story, where the "Guernsey" press, with its combination of perpendicular and horizontal motions, was getting off the edition with the aid of the horse. The uproar of the press and the threshing machine was something to wake the dead. Mr. Parsons, present editor of the *News*, then a boy in the store underneath, remembers the running of the "Guernsey" press. He can never forget it, and says it used to shake the building so they were afraid the press would come through the floor. What became of the press finally no one knows. It certainly was worthy of a place in a museum of antiques and curios of the printing trade.

WHERE LANGUAGE FAILS.

Perhaps the most charming of all Joaquin Miller's works is his prose romance or autobiography, "Life Among the Modocs," a story of Indian life, in which the soul of the red man is more sympathetically figured than in any other book, suggests a contributor to *The Humanitarian* (London).

Take this passage:

"I said to the old chief one day: 'Your language is very poor; it has so few words.'

"'We have enough. It does not take many words to tell the truth,' he answered.

"'Ah, but we have a hundred words to your one.'

"'Well, you need them.' . . . The old Indian rose as he said this, and gathered his blanket about his shoulders. His dog lay with his nose on his two paws, and his eyes raised to his master's. 'You have not words enough in all your books to give a single look from the eyes of my dog.'"

APPRENTICE PRINTERS' TECHNICAL CLUB

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

Among the many things which the apprentice has to learn, perhaps one of the hardest is the acquirement of a proper attitude toward the ornament case. We all have a fondness for ornament — it is but natural that we should have it — but we must learn to first requisite, else we would not print it at all. This being the case, we must see to it that the type which carries the message to the eye shall have ample opportunity to be seen, and shall not be overshadowed by a wealth of miscellaneous decoration.



FIG. 1.—A too liberal use of decorative material destroys the legibility of this page.



FIG. 2.—A resetting, in which the reading matter, and not the decoration, is made the most prominent feature.

restrain ourselves in its use. It is far easier to overdecorate a piece of printing than it is to get it too plain, and most of the work which is at fault on this point errs on the side of being overdone.

We must remember that our printed matter is primarily intended to be read. This is, in fact, the

However, one example is worth a thousand arguments, and this example is shown in Fig. 1. Here we have a reproduction of the cover of a school catalogue, and an illustration of a lack of restraint in the use of decorative material. Instead of being legible and easy to read, this page is quite the reverse — the

decoration is the most prominent feature, and one is compelled to literally search for the text matter.

In the resetting shown in Fig. 2, the reading matter is made the most prominent feature on the page.

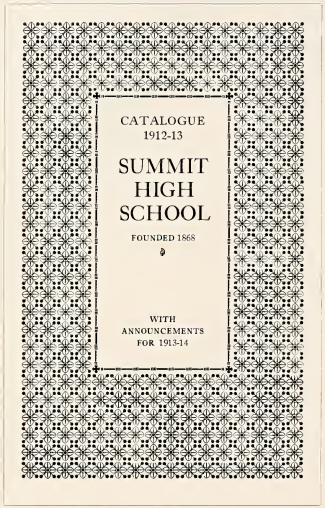


FIG. 3.— The decoration covers a large portion of the surface, but is of such nature that it does not detract from the text. Instead, it serves as a background for the panel of reading matter.

The design is much more simple, much more easily constructed, and answers the purpose better in that it conveys the message to the reader in a more satisfactory manner.

"Very good," some one says, "but how about those pages which are completely covered by decoration, with perhaps but a small panel of type?"

This presents a different proposition. Where a decorative pattern is run over the entire page, leaving but a panel for the lettering, the decoration does not offer the attraction to the eye that is offered by a number of separate and distinct ornaments. The all-over decoration forms, as it were, a background for the type in the panel and is not offensive, while the individual ornaments act as a counter attraction to the reading matter.

This is illustrated in Fig. 3. The decoration covers a large portion of the surface of the page, and yet, being made up as it is of a repeating pattern which acts as a background for the type matter, it is much more pleasing than are the unrelated individual decorative spots which characterize Fig. 1.

Let us get away from the idea that a fine piece of work is necessarily an ornamented one, and that artistic printing is synonymous with decoration.

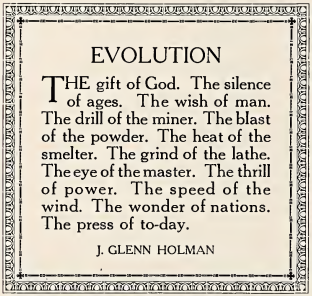
CONTRIBUTIONS.

In the Interest of Apprentices.

BY L. F. CARLIN, PHILADELPHIA, PENNSYLVANIA.

Surprise may be expressed when I say that some apprentices are neglecting, every day, opportunities that are open for them to learn the trade; but it is a fact. There are boys who are learning the trade, or rather think they are learning it, who sweep up the floor only when the foremen gives them a call-down; who sort out leads, slugs, brasses, etc., or set "pi" with as much animation as an Indian smoking a peace-pipe. When the foreman gives an apprentice of this class a little job to set, he goes about it as though he had all day to do it — a couple of yawns, a drink of water; an excuse "to make the day go." He must also stop now and again to have a little chat with some of his friends.

Who are these friends of his? Are they giving him helpful advice? Are they telling him to read the trade journals of the day and to study the different styles of display? In many instances they tell him something entirely the opposite. "Old Bill" tells



the apprentice he knew a man who died from overwork. "Bill" remembers when he "uster hustle" on the *Daily Star* or the *Morning Milk*, but what's the use, ain't making anything now, anyhow the printing trade's on the blink. Any man who discourages a boy in this way is a menace and should be given a severe call-down. He is endangering that boy's future to such an extent that he may give up learning the trade and in later years be seen working on a dirt-pile.

The best course for the apprentice to pursue is to steer clear of these old reminiscents, who do little more than chat and make a loud noise.

Go to the man who talks common sense; the man making the scale, or the foreman. Ask their advice on every job you set up. Ask why the job is set in Caslon and not Antique; if it would not look better of attraction, and a large number of separate spots tends toward a complicated design. On the other hand, a close grouping of the lines into three or four groups makes for a simple arrangement which is easily read and is more pleasing because of its simplicity. On the page containing the program we would suggest that the text matter in the lower panel be either run in one paragraph or grouped closer.



Blotter design by H. Flint. This design won first place in the July contest conducted for apprentice members of Denver Typographical Union.

this way than that, or any number of questions that may come to your mind.

Hustle up a bit and get in the contests for apprentices, make use of the public libraries, and in a short time you will take an ever-growing interest in your work. You will see beauty you never saw before in the simple settings and art designs made and set up by efficient men; and you need only to imitate these men, incorporating a few ideas of your own which will in a short time come natural to you, in order to make yourself capable of designing and setting even more beautiful specimens. Beware of those who advise you in the wrong way.

Results of the Denver Contest.

The problem in the July contest conducted for apprentice members of Denver Typographical Union, No. 49, was the designing of a blotter, and the results were as follows:

First Place — H. Flint, with the Myers Printing Company.

Second Place —Albert T. Green, with J. B. Stott & Co.

Third Place — Ray Frey, with The Carson Harper Company.

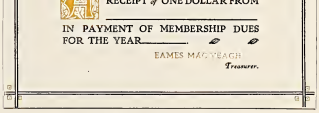
We show herewith a reproduction of the design which was awarded first place. It is a neat and tasty piece of composition, although we are inclined to think that an arrangement which would allow of a full line across the top would be an improvement.

Specimens.

GEORGE G. GREEN, Sherbrooke, Canada.—A gathering of the text matter into a few groups instead of scattering it over the entire page, would improve the appearance of the title-page of the recital program. Where we distribute the lines over the page in a uniform manner, each line forms a separate spot or force

AUSTIN MURRAY, Chicago, Illinois.— Your work is well handled throughout and offers little opportunity for criticism. The type arrangements are good and the color combinations are well selected. We show herewith a reproduction of one of the designs, and are pleased to award you a "Certificate of Excellence."

From CARL PERSSON, Karlstad, Sweden, we have received a package of interesting commercial specimens. While naturally somewhat different in style from the work of our American apprentices, the designs are excellent and the colors are carefully selected. We show herewith reproductions of two of the examples, and have awarded Mr. Persson a "Certificate of Excellence."



Design by Austin Murray, Chicago.

GILBERT THOELE, St. Paul, Minnesota.—All of the specimens are well handled, the letter-head being especially neat and tasty in design. The card in two colors shows a rather large proportion of red, but under the circumstances, this is permissible. The circulation statement is well arranged.

L. F. CARLIN, Philadelphia, Pennsylvania.— The letter-heads are all well arranged, and the fact that you have, in most instances, confined each heading to one series of type, lends to their general excellent appearance.

CARL CURTIS, Kalida, Ohio.— The letter-heads for the carnival and the hardware company show rather large sizes of type and we think that a more modest treatment would be desirable. On

the heading for *The Kalida Record* the rules at the top are too heavy to harmonize in tone with the type.

CARL E. GRUBER, East Liverpool, Ohio.— Where lines in a display group are almost, but not quite of the same length, it is desirable that they be spaced out to an equal measure or arranged in such manner that the difference is readily noticeable and apparently intentional. The envelope corner card would

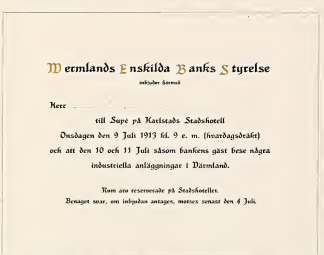


Card by Carl Persson, Karlstad, Sweden.

be more pleasing if the lines were letter-spaced to square up. Otherwise the specimens are very satisfactory.

JOSEPH SCHMIDT, St. Louis, Missouri.— There is a pleasing harmony between the type and rules used on the page which you have submitted. We would suggest, however, that in the interest of proportion, or the pleasing inequality in the division of spaces, you raise the cut a trifle. Its present position, centered between the upper and lower groups, does not give the pleasing space divisions desired.

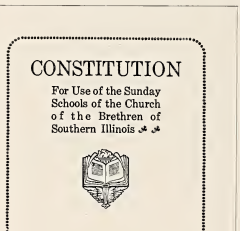
W. CLINTON JONES, Minneapolis, Minnesota.—We note in your specimens an attempt to display too many things on one page, and would suggest that you confine your display to two or three lines or groups, subordinating the balance of the matter so that these displayed lines or groups may attract the most attention. Where we attempt to display too many items on a page the result is very likely to be no effective display at all.



Design by Carl Persson, Karlstad, Sweden.

J. GLENN HOLMAN, Findlay, Ohio.— Your specimens are excellent, although there are one or two points to which we would call your attention. There is too much space at the side of the initial letter on the poster. We would also suggest that the last line on the corner-card for "Grant Gibson" be centered rather than thrown to one side. The letter-head for I. C. Porter shows a marked improvement over the original copy.

LEO F. KOCH, St. Louis, Missouri.—As a usual thing, we find that the most satisfactory type designs are those which show the heaviest and strongest display at or near the top of the page rather than the bottom. The eye naturally seeks the top of the page first and follows downward, and it is therefore the logical thing to place our most important display in such a position that it will first attract the eye to the upper portion of the design. Then, too, in a design of irregular shape the eye is first attracted by the widest portion and from this travels to the narrow portions. This being the case, it is desirable that the widest portion of the design shall be near the top, as this is the point to which we wish to attract the eye. While the cover-page which you submit is unusually neat and pleasing, we think that



Page by Walter Wallick, Cerro Gordo, Illinois.

a slightly stronger and wider heading, with perhaps the matter in the lower group reduced a trifle in size, would improve the appearance of the work. In other words, it is "top-heavy at the bottom." The advertisement is nicely arranged, although we would suggest parallel rules in preference to the border in the center group.

WALTER J. HONES, Roscoe, New York.— Where rules are used, either for panels or underscoring, care should be taken that they are of the proper weight to harmonize in tone with the type. On some of your examples, notably the cover of the directory, the rules are too light and the desired tone harmony is not secured. We would also suggest that you make it a rule to confine each specimen to one series of type. Occasionally two series are desirable, but as a usual thing, one is sufficient.

WM. J. ACKER, Hinton, Oklahoma.—We would suggest that you place the city and State addresses together in the center of the line, rather than squaring them up at the ends as you have done. Dark green and light green would form a more pleasing combination than do the black and olive.

WALTER WALLICK, Cerro Gordo, Illinois.— The booklet is nicely arranged, although the cover is rather weak in color and we would suggest a black ink. This would make it more readable. Your advertisements are all well handled, although we note that in one or two instances you have letter-spaced condensed letters so much that the lines are considerably weakened. If possible, we would suggest that you avoid the use of condensed and extended type-faces in the same job.

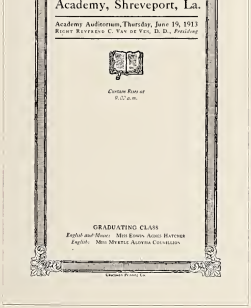
SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

A BLOTTER from the Eskew Job Print, Portsmouth, Ohio, is especially well designed and pleasingly printed in green, black and orange-brown on white stock.

COMMERCIAL specimens from the Stanley Bell Printing Company, Tacoma, are unusually good, both in design and color. A series of stationery in one general style and with uniform color, is especially pleasing.


Forty-fourth Annual Commencement *of* St. Vincent's Academy, Shreveport, La.

Academy Auditorium, Thursday, June 19, 1913
RIGHT REVEREND C. VAN DE VYVER, D. D., *Presiding*

Curtain Rises at
8:15 p. m.

GRADUATING CLASS
English and Music. MISS EDWIN AGNES HATCHER
English. MISS MYRTLE ALOYSIA CHANELLER

Page by Ellis Coleman, Shreveport, Louisiana.

H. M. CONDICT, Guthrie, Oklahoma.— The delegate card is nicely gotten up and we find nothing to criticize. Personally we would rather prefer to see the name of the city and the name of the State placed a little closer together.

AL. S. CAIN, Provo, Utah.—All of the specimens are very satisfactory indeed and none of them calls for any criticism. The letter-head for the "New Century Printing Company" is particularly pleasing in its color arrangement.

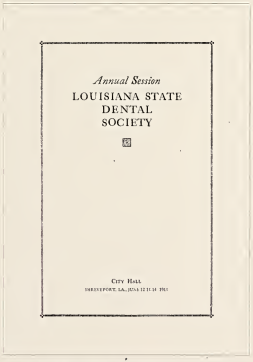
ELLIS COLEMAN, Shreveport, Louisiana.— The specimens are all very satisfactory. None of them offer any opportunity for criticism. The fact that you have confined most of them to old style roman and italic, gives a shape harmony throughout which is very pleasing. We show herewith examples of cover-page arrangements.

DAVID J. GILDEA, Catonsville, Maryland.— The specimens are all very neat in design, and where color is used it has been chosen with a view to the most effective results. We find nothing whatever to criticize regarding any of the work.

A BUSINESS-CARD and an announcement from The University Press, Seattle, Washington, are attractively printed, the design and colors being excellent. On the announcement a slightly stronger tint for the border and initial might have been preferable.

JOHN RODDA, JR., Hancock, Michigan.— The program is well handled throughout and we find little if any opportunity for criticism. Personally we would have preferred to see one series of type used on the title-page, as we think that the heavy roman and italic which you have used do not harmonize well.

JOHN MIGLIORATO, New York city.— We find nothing whatever to criticize in the announcement, as the general arrangement is very satisfactory indeed. Your decoration and rules are of the proper tone to harmonize well with the type, and the use of one series throughout insures a design which is pleasing.

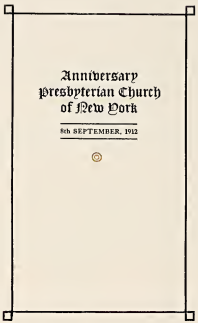

Annual Session
LOUISIANA STATE
DENTAL
SOCIETY

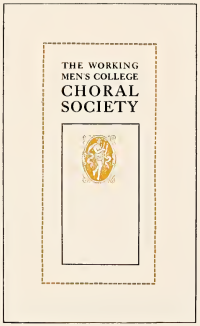
CITY HALL
SHREVEPORT, LA., JULY 12 TO 16 1915

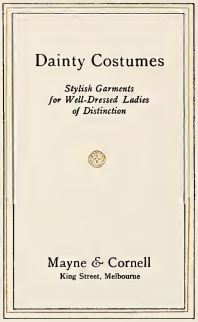
Page by Ellis Coleman, Shreveport, Louisiana.

FREDERICK J. BARTON, Farmington, Maine.— Both of the specimens are good in arrangement and our only suggestion would be that perhaps a slightly lighter rule would be more satisfactory in both instances, as the rule which you have used is just a trifle heavy to harmonize in tone with the type-face.







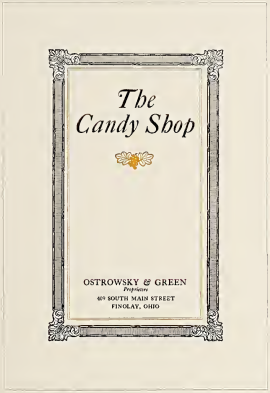


Designs from a book of title-pages by Frank Lee, Assistant Instructor of Printing at the Working Men's College, Melbourne, Australia.

News Impressions, the house organ of the Newburgh News Printing and Publishing Co., Newburgh, New York, is attractively gotten up, both as to text and design.

J. L. FRAZIER, Lawrence, Kansas.—The specimens are all gotten up in a very pleasing manner, both as regards design and color harmony, although perhaps on one or two of them the tint used is rather light to produce the best results. The booklet of the "Music Club" is especially effective in design.

C. C. NIXON, Butte, Montana.—A mixture of various typefaces rather spoils the appearance of the bill-head which you have submitted. An arrangement of this character in one series of type would have been much more pleasing as there would then have been a harmony of shapes throughout.



Page by LaFayette Doerty, Findlay, Ohio.

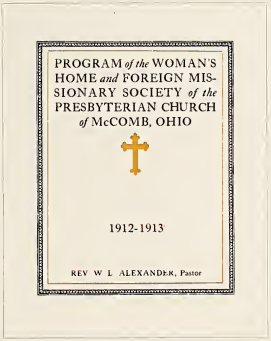
FROM LaFayette Doerty, Findlay, Ohio, we have received another package of high-grade commercial specimens. As is usual, the work on these specimens is very satisfactory both in design and color, and there is little, if anything, to criticize. We show herewith reproductions of some of the specimens, the originals of which were in colors.

FROM J. S. Popper, New York city, we have received a copy of *The McAlpin Pibroch*, the house organ of the Hotel McAlpin, together with booklets descriptive of the same hotel. The work on these booklets is very satisfactory indeed and the house organ is most interesting, both in its arrangement and in the text matter which it contains.

JAMES NICHOLSON, Vancouver, British Columbia.—The house organs are very nicely gotten up, both as to text and printing, and the other examples are quite pleasing. Perhaps on some of your pages there is a trifle too much red and we would suggest that, as a usual thing in type-design, not more than twenty per cent of the design in red can be used successfully. We note the perforated envelope and think it an excellent idea.

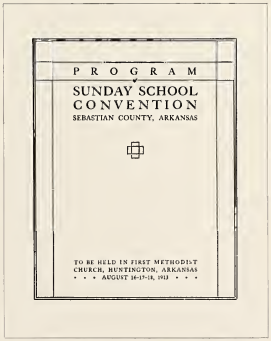
FROM Frank Lee, Assistant Instructor of Printing at the Working Men's College, Melbourne, Australia, we have received a copy of a book of title-pages. These title-pages, designed and printed in colors by Mr. Lee, are exceptionally pleasing in their simplicity and general excellent arrangement. Mr. Lee is a student of the I. T. U. Course of Instruction in Printing and the title-pages are based upon the fundamental principles of design contained therein. We show herewith reproductions of a number of them.

B. B. BOYD, Fort Smith, Arkansas.—Your specimens are all quite satisfactory and offer no opportunity for criticism. The designs are neat in arrangement and show a harmony throughout. We have reproduced some of them herewith.



Page by LaFayette Doerty, Findlay, Ohio.

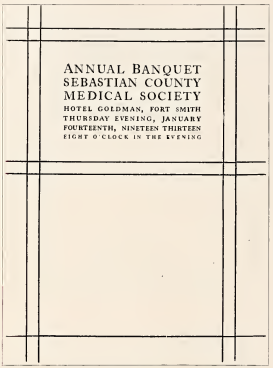
A PACKAGE of letter-head designs from the Jennings Printing Co., Sapulpa, Oklahoma, contains a large number of excellent specimens all worked out with a careful regard for good typography and color treatment. They are fully up to the high standard of former work from this concern.



Design by B. B. Boyd, Fort Smith, Arkansas.

A BOOKLET recently issued by the Thomas Moulding Company, Chicago, and entitled "Brick Fire Places" is an especially attractive piece of work. The cover is embossed in brick red on brown stock and the inner pages are printed in brown and red with numerous half-tone illustrations. The entire effect is very satisfactory and thoroughly in keeping with the subject.

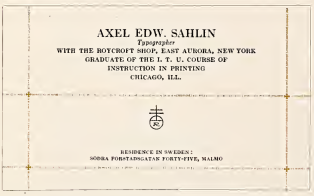
From W. Arthur Cole, Philadelphia, Pennsylvania, we have received a copy of a booklet designed for Wm. F. Fell & Company. The original is an especially pleasing piece of work in colors. We show herewith reproductions of the cover and title-page.



Design by B. B. Boyd, Fort Smith, Arkansas.

A style book recently issued by the United Shirt & Collar Co., Troy, New York, is an elaborate piece of work. The cover is printed in black, red and green on brown stock, while the inner pages are in black and a buff tint on white stock. The work throughout is excellent.

Morris Reiss, New York city.— All of the specimens are good, the souvenir program being especially pleasing in design and color. We think, however, that the gross rules in the lower portion of the cover are a trifle heavy to harmonize in tone with the type with which they are used. The card printed on the mottled gray stock is just a trifle hard to read, and we think a darker ink would improve it.

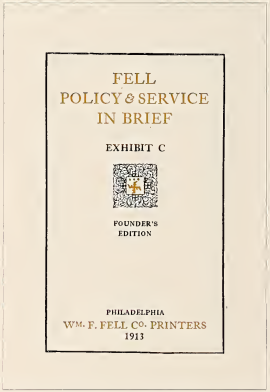


Card of A. E. Sahlin, East Aurora, New York.

A. E. Sahlin, East Aurora, New York.— The specimens are all excellent and fully in keeping with the high standard of your former work. We note an originality of treatment and a variety of design which is very pleasing indeed. We note with interest the fact that you won the third prize in the *British Printer* contest, your blotter-design being very satisfactory. We have reproduced your card.

Will T. Bennyhoff, Missoula, Montana.—The most noticeable point for criticism in regard to the window cards is the fact that the rules which you have used for panels, etc., do not in all cases harmonize in tone with the type-faces with which they are associated. In many instances the rules are too light in tone. In fact, we find that the light or hair-line rules are usually too weak in color for work of this nature.

Oliver A. Blevins, English, Indiana.— The letter-heads are all quite satisfactory, although we would have preferred the date line on the note-head for the "Ingert House" in a type of the same series as used for the balance of the work. We would also suggest that you take a little more care in lining up the words which are inside the panel. They should be lowered a trifle.



Title-page by W. Arthur Cole, Philadelphia, Pennsylvania.

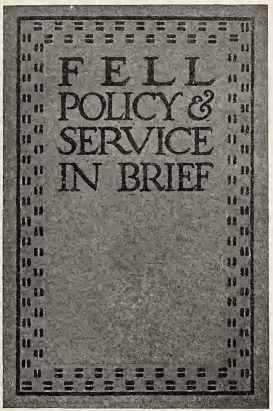
Hugh H. Burnett, Pawhuska, Oklahoma.— On some of your designs we note a tendency to place the lower group rather close to the bottom rule. This is particularly noticeable on the cover-page of the school program, on which the lower group should be raised two or three picas in order that there may be less variation between the margins at the sides and bottom. On the letter-head for The Osage Investment Company there is hardly enough contrast between the colors, and we would suggest a lighter brown, inclining more toward orange.

Troy Times Art Press, Troy, New York.— The blotters are well arranged and offer no opportunity for criticism. On the motto card, however, we would suggest that you place less space between the initial letter and the type, as this open space is not desirable where the black letter is used. We would also call your attention to the fact that in using this black letter, it is desirable that you space closer, both between words and lines, and we note that you could have done so in many cases. A text letter is better in appearance when spaced close than when widely spaced.

Edward L. Appleby, Brooklyn, New York.— The squaring up of the various groups on the blotter has necessitated a wide spacing between words and letters which is not pleasing. When the squared-up effects must be attained at the expense of good spacing they should be avoided. The text letters do not harmonize in shape with the block letters with which they are used. The lower portion of the blotter is very pleasing, and if you were to leave the lower two panels as they now are, placing all of the other matter in one panel instead of three, the effect would be more satisfactory.

DANA COOK, South Bend, Indiana.— The specimens are all very satisfactory, your envelope corner-card design being especially striking. We show herewith a reproduction of your proof envelope, as we think it will perhaps contain a suggestion for some of our readers.

FROM Ralph J. McAnally, Omaha, Nebraska, we have received a package of excellent commercial work, among the most attractive being a Memorial Address, the cover of which we reproduce herewith. The other specimens are well handled and are fully in keeping with the excellent work which has previously come from Mr. McAnally.



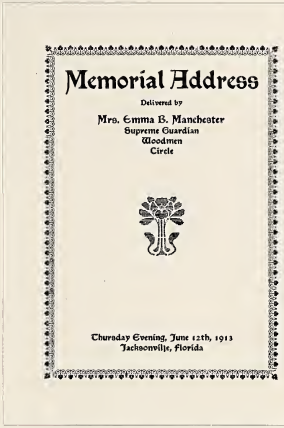
Cover-page by W. Arthur Cole, Philadelphia, Pennsylvania.

ALVIN E. MOWBREY, Franklin, Philadelphia.— The commercial specimens are well handled throughout and our only criticism would be that on some of the envelopes and letter-heads the tint is rather too light. We would suggest that it be made a trifle stronger. We also think that your own card contains a little too much color for a piece of printing of this character and would suggest a more subdued combination of colors as being more in keeping with the work.

SAM. A. MEYER, Harrisonville, Missouri.— On the letter-head for the "Opera House" the decorative spots between the various groups at the sides are rather too large and too ornamental. We would also suggest that you avoid letter-spacing text letters as you have done on this heading, as this particular style of letter should always be set close in order to give the rich black effect for which it was designed. The balance of the specimens are quite satisfactory, although we think that you have used a rather large number of type-faces on the bill and would suggest that you confine it to a smaller number of series.

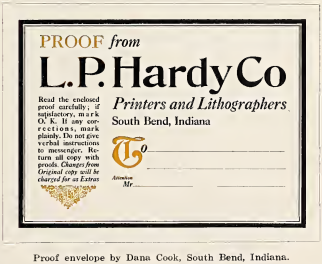
F. P. MEDLOCK, Camden, Arkansas.—As between the four letter-heads there is but little choice. All of the colors of stock and ink are satisfactory. As to the design, however, we think that the most forceful parts are those which have little, if any, importance in the reading matter. The spots between the two rules at the top and the black rules above and below the panels stand out more strongly than anything else on the heading, and we feel that they should be of less strength than the type. We would also suggest that you letter-space the line "Brown Printing Company" a trifle in order to avoid so much space between words.

MERCANTILE PRINTING COMPANY, LTD., Honolulu, T. H.— We have received a portfolio of letter-head designs embracing a wide variety of styles. The work throughout is well handled, the type arrangements being very satisfactory and the color combinations pleasing.

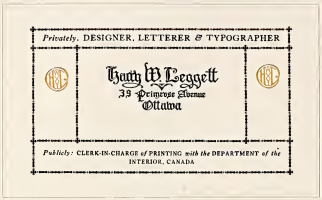


A pleasing page by R. J. McAnally, Omaha, Nebraska.

ERIC PETERSON, Ft. Wayne, Indiana.—All of the specimens are well handled as far as the typographic arrangement is concerned. We would, however, suggest that the green tint which has been used in the automobile catalogue is rather strong and tends to make the text matter illegible. As it stands now, the illustration is lost by being covered with the type and the latter is rather ineffective because of the green showing through. The book for the Board of Park Commissioners is very pleasingly handled and offers no opportunity whatever for criticism. The border surrounding the pages is very satisfactory indeed, and the colors are harmonious and pleasing.



Proof envelope by Dana Cook, South Bend, Indiana.





Attractive cards by Harry W. Leggett, Ottawa, Ontario.

We show herewith three blotter suggestions arranged by B. B. Udell, of Wilmette, Illinois. As will be noted, they offer a variety of treatment of the same text matter and are especially good in design, the calendar feature being well cared for.

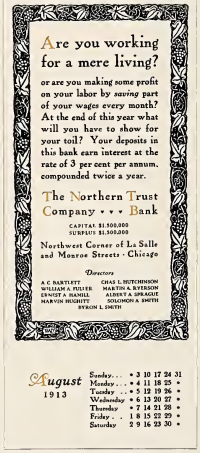
A package of specimens from Harry W. Leggett, Ottawa, Ontario, Canada, contains some very attractive designs. A series of lithographed letter-heads is especially interesting and a number of business cards in colors are excellently handled and fully in keeping with the high standard of previous work from this source. We show herewith reproductions of some of the cards.

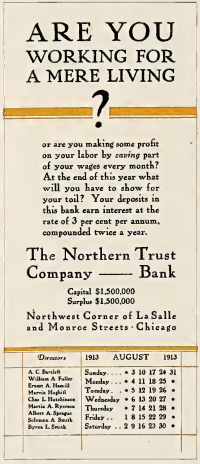
William L. Muehleisen, Coffeyville, Kansas.—The ticket is very satisfactory both in design and color. Our only suggestion regarding it would be that perhaps the borders are just a trifle strong inasmuch as there is so much of the border and rule in the design. This, however, is rather more in the nature of a suggestion than a criticism, as the ticket as a whole is very good.

From the Beckett Paper Company, Hamilton, Ohio, we have received a box of "Buckeye Proofs." These proofs consist of examples of printing and embossing on Buckeye cover-stock, and form an interesting and useful exhibit. In addition to the proofs, the box contains a number of dummy covers. These covers are made in various sizes and from various colors and grades of stock, and have printed on them designs in tints and colors showing harmonious suggestions, suited to the stock used, the idea being to assist the printer in the preparation of dummies and in furnishing suggestions to customers.

Andrew J. Shampanore, Westfield, New Jersey.—The work throughout is very well handled; the letter-head for the "Westfield Leader Printing and Publishing Company" being especially interesting. We would suggest that on the letter-head for "Samuel H. Pitt" you arrange the top line in such manner as to fill the space between the rules. The use of slightly larger type and perhaps a little letter-spacing would do this. The envelope corner-card for the "Westfield Leader Printing and Publishing Company" is very pleasing and considerably different from the arrangements ordinarily used.





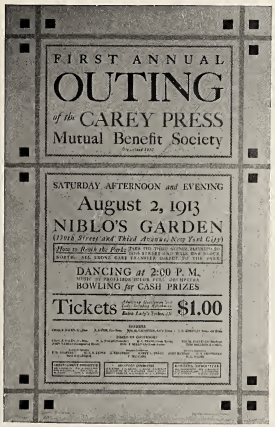


Blotter designs by B. B. Udell, Wilmette, Illinois.

We show herewith a reproduction of the cover of an attractive booklet recently received from the Charles Francis Press, New York city. The original is printed and embossed in gold and colors from a design by L. L. Blue. The inner pages are also pleasingly designed and printed in colors on white coated stock.

August Gustafson, San Francisco, California.— The specimens which you have sent are excellent and fully in keeping with the work which we have previously received from you. We note that throughout care has been taken to preserve harmony between type and decoration and that you have chosen your decoration with a view to its supplementing the text in bringing out the latter more strongly. We are rather inclined to think that some color other than orange would be more satisfactory on the cover-page for the Law College booklet. The orange is rather bright and flashy and the whole effect is not agreeable to the eye. Perhaps if it were deadened a trifle by the addition of black, the effect would be more satisfactory.

Will M. MacGillivery, Boyne City, Michigan.—As a matter of personal taste, we would prefer to see the decorations in the end panels on the envelope design printed in a tint rather than in the strong color which you have used, as they are at present just a trifle prominent in comparison with the text matter. We would also suggest that you omit the hyphens in the address line, spelling out the word "Michigan" and perhaps slightly letter-spacing it to fill the line properly. The blotter is very pleasingly handled as to design and the presswork is quite satisfactory in every respect. Personally we would prefer to see the rules omitted from the ends of the first line in the center group, but this is more a matter of taste than of criticism.



Hanger-design by W. DeFabritis, New York city.

To secure a hanger for its first annual outing, the Mutual Benefit Society of The Carey Press, New York city, instituted a contest among its job printers. The successful hanger was designed by W. DeFabritis, and we show herewith a reproduction of it. The original is printed in gold, purple and light blue, the type being in purple, heavy border in a tint of blue and the balance in gold. A tint of the purple in place of the blue would have given a better harmony of colors. In some of the lines, notably the one containing the words "Mutual Benefit Society," a slight letter-spacing would have done away with the excessive space between words. On the whole, however, the hanger is a very pleasing piece of work.

H. Burtman, Fullerton, Nebraska.— The sale bill is quite satisfactorily arranged, although the spacing in some of the lines and panels is not very pleasing, and we would suggest a little more care in this particular. Of the two headings we prefer the one with the plain rule around the panel, as the other is rather too decorative. We note that you have used condensed type in the end panel and then spaced widely between words in

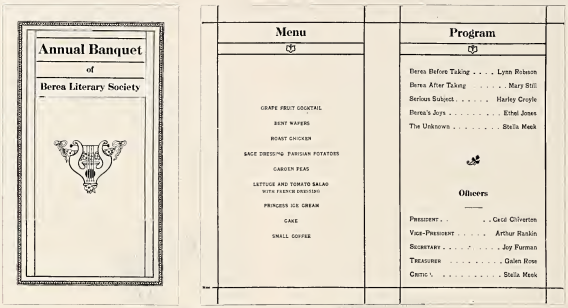


Cover of an attractive booklet from the Charles Francis Press, New York.

order to make it fill. This is not satisfactory. We also note three different type-faces in the central panel which makes for a lack of shape harmony in the job as a whole. There is hardly enough matter in this heading to warrant a design of this character, and we think that a more simple arrangement in one or two colors would be better under the circumstances.

Thomas Wade, Cowansville, Quebec, Canada.— We would suggest that you arrange your letter-heads in such manner as to avoid panels which contain nothing but decorative spots at the ends. Designs arranged in this manner give the appearance of the compositor having had difficulty to fill them properly with the text matter. On the cover for the program, the light rules and light ornaments do not harmonize in tone with the heavy type and the heavy rule which surrounds the page and the effect is therefore not satisfactory. Your "Church" program is pleasing except for the fact that you have spaced too widely between words, especially where the text letter is used. We would suggest that wherever you use this text letter it should be closely spaced, both between words and lines. We also note an inequality of spacing in the upper line and would suggest that the space between words be regulated according to the shapes of the letters or characters which end and begin those words. To place an equal amount of space between words as we set the job will not give us a pleasing appearance when printed, due to the fact that the shapes of the letters require more space to be shown between the words in some cases, and we must regulate our spacing accordingly.

In a package of excellent commercial work from David J. Gildea, Catonsville, Maryland, is a small slip evidently intended to be used in hurrying up over-due collections. We show herewith a reproduction of it, thinking that perhaps the idea may be useful to some of our readers.



Pages by R. C. Williamson, Des Moines, Iowa.

Ralph W. Polk, Plymouth, Indiana.— The design in light blue and dark blue is rather decorative, and we would prefer a more simple arrangement which would give the reading matter more prominence. The "last pad" slip is an interesting

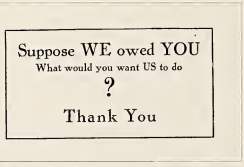


An interesting suggestion by Ralph W. Polk, Plymouth, Indiana.

reminder, and we are showing a reproduction of it. The card of a couple of generations past is very interesting.

J. W. Smith, Lenoir, North Carolina.— The manner in which the specimens are gotten up leaves little opportunity for criticism. We would, however, call attention to the fact that the letter-head for the Perkins Farm would be improved by omitting the panels at the ends. There is hardly enough type matter to fill these panels in a pleasing manner and it is well to avoid the appearance of having designed a panel arrangement and then be at a loss to make the type fill it properly. Where the copy is but a small amount, as in this instance, it is better to avoid the panels. The other work is quite pleasingly handled, although we would suggest that the red, blue and orange combination shown on the banquet menu is not satisfactory, the red and orange having the effect of neutralizing each other to a certain extent.

Commercial specimens from R. C. Williamson, Des Moines, Iowa, are all carefully handled and show an excellent appreciation of the various elements which constitute good typographical arrangement. Among the most interesting of the designs is a menu, reproduction of the pages of which are shown herewith. The panel work is very interesting. The decoration on the cover, however, is not thoroughly appropriate, and we would suggest something which would indicate either the literary or the banquet features.



An idea which may be useful to some of our readers. By David J. Gildea, Catonsville, Maryland.

H. C. Miller, Stratford, Ontario.— The specimens are in general quite satisfactory, although we note a tendency on some to allow the ends of display lines to break the borders at the sides of the designs. This is not, as a usual thing, desirable, and very rarely can it be done with good effect. On the cover-page for the program for the "Merchant of Venice" the outer border, being of a scroll shape, does not harmonize well with the inner border, which is of a more rectangular form. The rules used for the inner border, as well as those used to underscore the second line, are too light in tone to harmonize with the type. The two upper lines are rather widely spaced and we would suggest that where text letters are used, the space both between words and lines be small. We would also suggest less space between words than is placed between the ends of the lines and the rule which surrounds the panel. The banquet program, on the hand-made stock, is quite pleasing in its arrangement.

COST AND METHOD

BY BERNARD DANIELS.

The Laboratory Book.

Every print-shop is really a laboratory as well as a factory, though many of us fail to realize the fact and conduct ourselves as laboratory employees and managers should. We fail to do our daily tasks in a scientific manner, and therefore are constantly working out the same old problems and overcoming the same difficulties.

It is like the little band of scouts who having met a like band of the enemy captured them, and being some distance from camp did not know what to do with their prisoners, so they took away their guns and let them go. Knowing the country better than the scouts they doubled on them, recovered the guns they had hidden in the woods and again met them, were again captured and again disarmed and paroled. Once more they repeated their tactics and appeared before the scouts a third time. Not recognizing them and feeling sure that they had overcome two other parties, the scouts again attacked them, when one fellow who had lagged behind came rushing up, shouting, "Hold on, boys, I'm coming," and so scared our valiant scouts that they took to their heels and fled through the woods toward their own camp.

That is the way most printers approach a difficult problem in presswork, composition or binding. They wrestle with it until it is overcome in some sort of fashion and then forget all about it. In a few days, or weeks, up comes the same old problem again, but they do not recognize it as their old enemy and finish it for good; they have forgotten how they did it, or which one of the many remedies tried on a previous occasion was the successful one, and fight the battle all over again and again.

Do you recognize the occasion and the kind of workman — the man who only finally learns by making repeated failures and a gradual process of elimination. Then compare him with the men in other lines — the chemist, the engineer, the architect, the machinist.

In every well-conducted laboratory there is kept what is known as a laboratory book in which is recorded every unusual reaction, every test, every experiment, with the results, and these are guides or warnings as the case may be to successes or avoidance in like cases in the future. Engineers and architects keep a similar record in what they term their notebooks. Other businesses have a variety of names for this record; but all keep and use it.

Has it not occurred to you what a wonderful trouble-saver and profit-maker such a book and method would be to the printer. Of course he has his job record, which tells him that such a job took a very much longer time than was estimated, and that it must not be accepted again under the same conditions; but it does not tell him why or how the difficulty was finally overcome, and if in the meantime he has changed foremen or pressmen or other employee who did it he may never know until he again pays to find out. And if the same trouble occurs with another job he does not know where to look for relief.

Every printing-plant should have such a book, and it should be indexed and cross-indexed so that any specific information needed can be readily found. It may seem like a lot of work that may not be needed at the time you are making the records; but the first time you really have occasion to use it you will "thank your lucky star" that you began it and resolve never to be without a laboratory book.

To illustrate: At one time it was necessary in a certain plant to find an ink that would give a duo-color effect of black with a blue aura, and a distinct blue at that. The inkmaker was duly consulted and, of course, said, "That is easy. I will send you up a sample to-morrow." He did, and proofs were pulled and laid away over night for the duo effect to materialize, but next morning it was very unsatisfactory; the inkmaker was called in and called down, and made a new trial. Result the same. Then it was decided to see if the paper had anything to do with it, and proofs were pulled on eight different grades of coated stock. Some came out fine and others were simply no good at all. A stock was selected and the job printed. Six months later a similar job was wanted and the same experience was had. Then the superintendent, who had studied chemistry and knew of the laboratory book, decided to start one with this job, or rather with this problem, and secured a sample of every grade of coated stock in the city and had proofs pulled in all the various duo colors used in that shop. He then secured from the papermaker the formula number of the paper, for that wise man had his laboratory records, and, after spending some little time, found he had in writing and proofs the results showing which ink printed best on a certain paper and which paper was best for a certain ink, and the next time the question came up was saved a lot of time and quite a nice profit by knowing that the paper specified by the customers would not print at all satisfactory with duo ink. It had been selected for cheapness, and when the customer was invited in and shown the record and told why the book was kept he selected a paper and ink that chemically harmonized. Then the value of the book became apparent in another way, for the papermaker had changed his coating formula, and when consulted agreed to make a lot of paper like the former one. You could not persuade that "super" to do without that book for any sum of money.

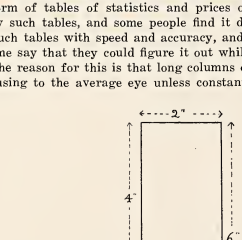
Besides things like matching of ink and paper, and the formula for mixing certain tints, and the amounts of reducer to use with certain soft papers, etc., it also was made the receptacle of the history of other unusual or difficult things, such as a certain extra large output in the binding on a job that was thought to be difficult and the manner of overcoming the difficulty, of certain layouts of special work and the best way to do it.

Your workmen and your foremen will tell you that they know and remember all these things and that the record is waste of time; but you will be money in pocket by keeping a laboratory book and seeing that it is frequently consulted and the proper instructions copied from it and sent to the workroom with jobs involving difficulties that have been overcome.

One thing that ails the printer is that he works too much by "rule of thumb," and does not try to become a scientific mechanic working to rule and measure. There is too much of the art idea in the workroom and too little in the office. The layout department is as important as the workout, and the record department as necessary as either. Printing is no longer the toy and plaything of individuals with a mission, but the life-blood of modern commercial enterprise, and must sooner or later become thoroughly systematized as other commercial and manufacturing propositions. It is only a question of time, and the "survival of the fittest." See that you train yourself and your plant to be fit to survive.

A Help to You in Using Tabular Lists.

Most of the valuable information regarding cost, estimating and pricemaking in the printing business is either in the form of tables of statistics and prices or accompanied by such tables, and some people find it difficult to consult such tables with speed and accuracy, and we have heard some say that they could figure it out while looking it up. The reason for this is that long columns of figures are confusing to the average eye unless constant use has



made them familiar. Yet there is no doubt that the tabular method is the proper one for preserving and presenting such data, and in endeavoring to make it easy for a particularly dull student we found that by making a little cardboard square, about 3 by 4 inches (or larger if needed), the student was enabled to use even close or solid tables with comparative ease.

This little instrument is used by placing the horizontal inner side of the square parallel with and just below the line of the table we wish to consult and sliding it along until the perpendicular inner side is just beyond the column we wish to use, then the figure we want will be found in the angle of the square. If this is made of medium-weight transparent celluloid it will guide to the figure wanted and still allow you to see the other figures for comparison if needed. Try it and you will be surprised at the saving of time and nerve force it will make in handling tables. They are easily made and the cost will be trifling.

More About Brief Printing.

The discussion of this subject in our August issue and the estimate accompanying it have called forth considerable comment from readers of this department; but none of the facts and figures that we hoped would be forthcoming from those printers who claim that the price of $1.25 per page is too high and not practical.

The following is a typical letter, and merely confirms the fact that the printers who are bidding on this work are recklessly guessing what they can get for it, and scrambling to see who can quote the lowest and most ridiculous price.

The Inland Printer Company: August 14, 1913.

GENTLEMEN,— In the August issue of THE INLAND PRINTER, in your Cost and Method Department, you make the statement that it costs $1.03 per page for law brief printing. In our State the legal price is 70 cents, and one concern in the largest city received the contract for printing the city's briefs for 25 cents per page. The requirements are that they will be set 24 ems wide, ten-point type leaded with four-point leads, and thirty-five lines to the page. You are allowed to double-lead between paragraphs and make up like any other book as regards to space at the top of chapter. The cover counts for four pages. I had considerable brief printing in a small country office and when unable to handle it would farm it out at 50 cents a page and bill it to my customer at 70 cents.

Does it not look as though your figures were wrong or else that the sheriff is quite liable to get a lot of printers, especially the one mentioned above and one in another city which does brief printing for 25 cents?

This correspondent merely states the fact that a state legislature which knew nothing of printing made a price by legal enactments that was unprofitable, and that the printers of that State had by their own actions made it impossible to successfully combat the enactment of that law and have the price made so that the work will afford a reasonable profit. And now, because the printers of that State are not sufficiently organized and awake to their own best interests to coöperate and refuse to do the work at a loss, they are giving the public, as represented by the attorneys and courts of that State, not only their whole profit on this class of work, but also a part of their business capital.

Taking our correspondent's basis for this work, let us see how it figures up: We will estimate the cost and selling price of sixteen pages and cover as affording the largest opportunity for profit on account of the liberal allowance for cover; ten-point leaded with four-point leads — that is to say, double leaded and fatted out, thirty-five lines to page actual composition:

Composition (linotype) sixteen pages of thirty-five lines, twenty-four ems twelve-point measure equals 29 times 35, or 1,015 ems ten-point, a total of 16,240 for sixteen pages, at 40 cents per thousand ems	$ 6.50
Make-up and head, 2½ hours at $1.10	2.75
Setting cover, 1 hour at $1.10	1.10
Lock-up, sixteen pages, 1 hour	1.10
Lock-up, cover, 6 minutes	.11
Presswork, one form sixteen pages, minimum, following other similar forms, 1¼ hours at $1.50	1.88
Presswork, cover, ½ hour	.40
Stock, 2½ quires 25 by 38 for inside, ½ quire 20 by 25, for cover	.40
Binding fifty copies	.60
Total cost	$14.84
Add 25 per cent for profit	3.71
	$18.55

On the basis of sixteen pages and four for cover this makes twenty pages for $18.55 or 93 cents per page as selling price for an extraordinarily fat proposition, which we have estimated below what we believe possible cost of production. If, as is usual, only two pages are allowed for

cover, that would make eighteen pages for $18.55 or $1.03 per page, practically a lower figure than given last month, as that job did not include the cover.

Our inquiry in several States shows that the law calls for ten-point leaded, and in one case for eleven-point, and one printer said that in one State twelve-point was legal. All called for a page the type surface of which was 4 by 7 inches and a book not less than 6 by 9 inches.

Now let us analyze this still further: We have figured the composition at 40 cents per thousand ems, read and corrected, and yet the records of several hundred plants show that the average speed on such work is not over 3,000 ems per hour, and the highest authentic record we had was 3,500 ems per hour. The cost sheets of those having a cost system showed an average cost of $1.67 per hour for the machine, and the lowest was $1.47 in a shop running two shifts. Then, 3,500 ems per hour at $1.47 running cost gives 42 cents per thousand for composition and nothing for proofreading and correction, so this item should be at least 50 cents per thousand as cost, which would add 10 cents per page cost, and with the profit would bring the price up to $1.16 per page.

Our correspondent says he buys his briefwork at 50 cents per page and sells it for 70 cents and makes money. He does, and he also does his share to help demoralize the business and continue a state of affairs which he admits is a detriment to the trade. Some of our readers might at first be inclined to commend him as a wise business man; but he really deserves condemnation for helping to break down the very business he should be helping to build up, and to accomplish which large sums are spent yearly by printers' organizations all over the land.

Any action that tends to destroy the general stability of a business and reduce the profits of its practitioners below a fair living scale, acts as a destroyer of the public confidence in that business and the men who are engaged in it, and always reacts to create a still further reduction of price until the business itself is crushed out and abandoned or the wiser men in it arouse themselves and by coöperation drive out the men who are destroying it either ignorantly or wilfully. Instances of this can be seen all along the ages of commercial life, and it is only the fact that printing is an absolute necessity to the progress of civilization and the maintenance of civilized government and business that has prevented its extinction at the hands of the foolish price-cutter.

Our correspondent, as quoted above, and others, ask: "Does it not look as if your figures were wrong, or that the sheriff is quite likely to get a lot of printers?" It certainly looks as if the sheriff was going to get some official fees in the near future, and this is only history repeating itself. In every city there are middle-aged printers who can remember the houses who made a specialty of "cheap" paper bookwork whose place "knoweth them no more," and at whose final demise the sheriff officiated and the receiver pronounced a benediction on the creditors that sounded something like "ten cents on the dollar." Our own memory recalls two — one of which at one time employed nearly three hundred hand compositors — where it was "four cents on the dollar" for the final creditors.

When will printers learn that they hold the whole situation in their own hands, and that the legislators they elect are elected to serve their interests as well as those of the lawyers and litigants, most of whom are better able to pay for their briefs than is the printer? When will they stand firmly together and demand their right to a fair price for state and municipal printing? Such prices as those quoted in the letters given are simply an invitation to graft and crookedness, and while we make no specific charges, we have heard rumors of why some state printing is given out at a figure apparently less than the wages of the compositor setting the type.

Really such things are a disgrace to the craft, and it is high time that the various printers' organizations took the matter up in earnest and started a strong campaign for honesty and justice in public printing.

A Labor-saver for Estimators.

Many times a day the estimator performs the little "sum" in multiplication required to connect the price per hour with the number of hours to get the total of that particular item in his estimate, and many times he is tempted to lop off fractions and odd cents to get quicker and easier results even if not quite so accurate.

One estimator tells that he saved a considerable amount of time by preparing for himself a table containing the figures for any number of hours from one to one hundred at the prices used in his plant, and is so well pleased with the result that he wants others to know about it.

Taking the usual prices per hour for job and cylinder presswork and composition, his table looks about like this:

No. Hours.	PRICE PER HOUR.												
	.70	.90	1.05	1.15	1.30	1.35	1.65	1.75	1.90	2.00	2.25	2.30	
	$	$	$	$	$	$	$	$	$	$	$	$	
1	.70	.90	1.05	1.15	1.30	1.35	1.65	1.75	1.90	2.00	2.25	2.30	
2	1.40	1.80	2.10	2.30	2.60	2.70	3.30	3.50	3.80	4.00	4.50	4.60	
3	2.10	2.70	3.15	3.45	3.90	4.05	4.95	5.25	5.70	6.00	6.75	6.90	
4	2.80	3.60	4.20	4.60	5.20	5.40	6.55	7.00	7.60	8.00	9.00	9.20	
5	3.50	4.50	5.25	5.75	6.50	6.75	8.25	8.75	9.50	10.00	11.25	11.50	
6	4.20	5.40	6.30	6.90	7.80	8.10	9.90	10.50	11.40	12.00	13.50	13.80	
7	4.90	6.30	7.35	8.05	9.10	9.45	11.55	12.25	13.30	14.00	15.75	16.10	
8	5.60	7.20	8.40	9.20	10.40	10.80	13.20	14.00	15.20	16.00	18.00	18.40	
9	6.30	8.10	9.45	10.35	11.70	12.15	14.85	15.75	17.10	18.00	20.25	20.70	
10	7.00	9.00	10.50	11.50	13.00	13.50	16.50	17.50	19.00	20.00	22.50	23.00	
11	7.70	9.90	11.55	12.65	14.30	14.85	18.15	19.25	20.90	22.00	24.75	25.30	
12	8.40	10.80	12.60	13.80	15.60	16.20	19.80	21.00	22.80	24.00	27.00	27.60	
13	9.10	11.70	13.65	14.95	16.90	17.55	21.45	22.75	24.70	26.00	29.25	29.90	
14	9.80	12.60	14.70	16.10	18.20	18.90	23.10	24.50	26.60	28.00	31.50	32.20	
15	10.50	13.50	15.75	17.25	19.50	20.25	24.75	26.25	28.50	30.00	33.75	34.50	
16	11.20	14.40	16.80	18.40	20.80	21.60	26.40	28.00	30.40	32.00	36.00	36.80	
17	11.90	15.30	17.85	19.55	22.10	22.95	28.05	29.75	32.30	34.00	38.25	39.10	
18	12.60	16.20	18.90	20.70	23.40	24.30	29.70	31.50	34.20	36.00	40.50	41.40	
19	13.30	17.10	19.95	21.85	24.70	25.65	31.35	33.25	36.10	38.00	42.75	43.70	
20	14.00	18.00	21.00	23.00	26.00	27.00	33.00	35.00	38.00	40.00	45.00	46.00	
21	14.70	18.90	22.05	24.15	27.30	28.35	34.65	36.75	39.90	42.00	47.25	48.30	
22	15.40	19.80	23.10	25.30	28.60	29.70	36.30	38.50	41.80	44.00	49.50	50.60	
23	16.10	20.70	24.15	26.45	29.90	31.05	37.95	40.25	43.70	46.00	51.75	52.90	
24	16.80	21.60	25.20	27.60	31.20	32.40	39.60	42.00	45.60	48.00	54.00	55.20	
25	17.50	22.50	26.25	28.75	32.50	33.75	41.25	43.75	47.50	50.00	56.25	57.50	
26	18.20	23.40	27.30	29.90	33.80	35.10	42.90	45.50	49.40	52.00	58.50	59.80	
27	18.90	24.30	28.35	31.05	35.10	36.45	44.55	47.25	51.30	54.00	60.75	62.10	
28	19.60	25.20	29.40	32.20	36.40	37.80	46.20	49.00	53.20	56.00	63.00	64.40	
29	20.30	26.10	30.45	33.35	37.70	39.15	47.85	50.75	55.10	58.00	65.25	66.70	
30	21.00	27.00	31.50	34.50	39.00	40.50	49.50	52.50	57.00	60.00	67.50	69.00	
31	21.70	27.90	32.55	35.65	40.30	41.85	51.15	54.25	58.90	62.00	69.75	71.30	
32	22.40	28.80	33.60	36.80	41.60	43.20	52.80	56.00	60.80	64.00	72.00	73.60	
33	23.10	29.70	34.65	37.95	42.90	44.55	54.45	57.75	62.70	66.00	74.25	75.90	
34	23.80	30.60	35.70	39.10	44.20	45.90	56.10	59.50	64.60	68.00	76.50	78.20	
35	24.50	31.50	36.75	40.25	45.50	47.25	57.75	61.25	66.50	70.00	78.75	80.50	
36	25.20	32.40	37.80	41.40	46.80	48.60	59.30	63.00	68.40	72.00	81.00	82.80	
37	25.90	33.30	38.85	42.55	48.10	49.95	60.95	64.75	70.30	74.00	83.25	85.10	
38	26.60	34.20	39.90	43.70	49.40	51.30	62.60	66.50	72.20	76.00	85.50	87.40	
39	27.30	35.10	40.95	44.85	50.70	52.65	64.25	68.25	74.10	78.00	87.75	89.70	
40	28.00	36.00	42.00	46.00	52.00	54.00	66.00	70.00	76.00	80.00	90.00	92.00	
41	28.70	36.90	43.05	47.15	53.30	55.35	67.65	71.75	77.90	82.00	92.25	94.30	
42	29.40	37.80	44.10	48.30	54.60	56.70	69.30	73.50	79.80	84.00	94.50	96.60	
43	30.10	38.70	45.15	49.45	55.90	58.05	70.95	75.25	81.70	86.00	96.75	99.90	
44	30.80	39.60	46.20	50.60	57.20	59.40	72.60	77.00	83.60	88.00	99.00	102.20	
45	31.50	40.50	47.25	51.75	58.50	60.75	74.25	78.75	85.50	90.00	101.25	104.50	
46	32.20	41.40	48.30	53.00	59.80	62.10	75.90	80.50	87.40	92.00	103.50	106.80	
47	32.90	42.30	49.35	54.15	61.10	63.45	77.55	82.25	89.30	94.00	105.75	109.10	
48	33.60	43.20	50.40	55.20	62.40	64.80	79.20	84.00	91.20	96.00	108.00	111.40	
49	34.30	44.10	51.45	56.45	63.70	66.15	80.85	85.75	93.10	98.00	110.25	113.70	
50	35.00	45.00	52.50	57.50	65.00	67.50	83.50	87.50	95.00	100.00	112.50	115.00	

He says that these are selling prices, as he always estimates at full selling price so as to know what the job is really worth and makes allowance from that price when necessary to meet extreme conditions, and that is not very often.

Here is a truth that most printers fail to discover, and that is the fact that, "with a sure estimate to stiffen his

backbone a good salesman will not find it necessary to reduce the price very often to secure the sale."

In using this table, fractions of hours are always made in tenths, and to find the price for any time is thereby rendered very easy. For instance, 3½ hours is made 3.5, and all you have to do is take the figure for 35 and move the decimal point one figure to the left. If the time were 4.7 we would use the figure for 47.

The table is just as useful for handling larger numbers of hours, as it is only necessary to add ciphers after the figure and move the decimal point to the right. Thus, for 370 hours we would take the figure for 37, add a cipher and move decimal point one figure to the right; and for 3700 add two ciphers and move decimal point two figures to the right. In handling larger numbers of hours it is safe to add enough to bring the fractional hour up to the next whole number. In quantities over 100 hours, where accuracy is required, the number can be taken in two portions and added together. Suppose we have 378 hours. For rough calculation we could use 38 or 380 as the figure, but to be accurate we take the figure for 37, add the cipher and move decimal point, then add to that sum the figure for 8 hours. If the price were 1.30 per hour we would have:

370 hours equals	$481.00
8 hours equals	10.40
	$491.40

a much easier calculation than the usual multiplication and much quicker.

The tables do not take such a long time to figure out to suit your prices, and might be copied bodily from some wage scale or universal price-lists, and the labor is soon repaid in the subsequent saving of time and the feeling of certainty that accompanies its use.

A Letter of Interest and Encouragement.[1]

A word of encouragement on the way is always greatly appreciated, and we are pleased to reproduce the following letter, not only for the encouragement it contains but for the splendid suggestion given therein:

Mr. Bernard Daniels: August 24, 1913.

DEAR SIR.— I can not help addressing you; mentioning your article in THE INLAND PRINTER of August.

Under the head of "A Good Estimator," in the "Cost and Method" Department, in the last paragraph, second column, you say: "Really, this price question is very much of a psychological proposition after all." I say amen!

I have a small shop and do my own estimating, and I find that your "psychological proposition" is a correct analysis of the price-hunter. He comes bustling in and asks for our best figure. We meet him with an air of satisfied, prosperous confidence, and believe me, he falls; he's ours.

Another thing I have tried time and time again. That is when I have to make some figures on his job I make them in plain view of him as he stands at the counter. After listing the items of cost I strike the profit before his gaze. He knows what my figures are. Thus:

Stock	$2.40
Composition	1.00
Press (1M)	1.25
Distribution	.25
Ink	.10
4)	5.00
	1.25
	$6.25

Rarely does the customer get away. I maintain that if I have confidence in myself and he knows it, I can afford to take him into my confidence and he thus has more confidence in me and my price.

So, I just want to thank you for your excellent article above referred to, and extend you a hand-grasp over the way.

Sincerely, LA FAYETTE DOERTY.

"B. L. T." PICKUPS.

WHY THE EDITOR LEFT TOWN.

An error crepted in an obituary article last week — instead of timely loss this ought to have read untimely loss, the un was unintentionly omitted in the setting up the word.— *Edgar (Wis.) News.*

THE SHOWER BATH IN KANSAS.

The farmers of this vicinity are looking fine since the rain.— *Marion Record.*

AND THEN THE TRUTH IS OUT.

The Piano Club of Chicago formally opened its doors to the members on Wednesday, August 20. The menus, which are to be changed daily, seem too good to be true, until the meal is served.— *Presto.*

THE OBSERVANT MR. FITCH.

The man who got tired of wearing pink silk trousers and brocaded coats and who invented the plain but durable pants of modern times, relieved man of a crushing burden, thus allowing womankind to assume it.— *From George Fitch's Essays.*

MODIFIED VIRTUE.

Wanted — Room or board and room within 15 minutes of P. O. for young man of good habits, but who is partially bald.— *Daily News.*

TWINS?

Justice of the Peace Meadows was operated on at the St. Mary's hospital on Wednesday for appendicitis. He has been troubled for quite a while and Wednesday had such an attack that it was thought necessary to remove them.— *Galesburg Republican-Register.*

ARKANSAW HOSPITALITY.

You can take your meals at our lunch counter at any hour of the day, and may leave your coat off, and if you smell a bit "horsey" it's all right. T. V. Poynter.— *Cotter Record.*

THE HEAT-CRAZED COMPOSITOR AND THE INSPIRED MAKE-UP MAN.

Mrs. George Conklin and daughter . . . life is too short to waste time in figuring what the hell this is ? ? ? . . . — *Bay City (Mich.) Tribune.*

YOU MIGHT TRY UNSCRAMBLING THIS.

One-half of two pair of ladies' shoes in the dressing-room at the International hall, the night of the dance last week. One shoe was No. 4 and one No. 5, both belonging to different but the same feet.— *Reese River (Nev.) Reville.*

HIS MODEST REQUIREMENTS.

Wanted — The woman who has been doing my washing has gone back on me. I must have a wife at once; would like a white woman, between twenty-five and thirty-five years of age; a maiden, who has not even given herself to any so-called Christian societies, or will forever renounce same and give herself up entirely to love, respect and obey me, while I love, cherish and protect her; my judgment always to be final and complete.— *Towanda (Pa.) Review.*

THE KIND YOU HAVE ALWAYS BOUGHT.

The Kalamazoo Bread Co. has purchased several carloads of hay which they are putting in their barns for winter use.— *Kalamazoo Telegraph-Press.*

YES, THE MOSQUITOES ARE PRETTY BAD.

A. E. Nowells has had his front beautified with a coat of paint.— *Millersburg (Ind.) Grit.*

— *Line-o'-Type or Two, Chicago Tribune.*

MEN, MATERIAL AND THINGS AT THE TOLEDO MEET.

BY W. B. PRESCOTT.

CANNON boomed and thousands cheered as the affable printer-Governor of Ohio — James M. Cox — pushed the button and officially opened the Central States Printers' Exposition and Cost Congress of the Ohio Federation of Printers at Toledo for the week of September 1 to 6. The Governor's speech had a decidedly personal political tinge, though he lauded Ohio, the exposition and its promoters and welcomed the visitors in conventional style. As a glance at the list of exhibitors will show, the exposition was the greatest yet held in point of number and quality of appliances and materials displayed. The educational program was perhaps the finest ever presented a gathering of printers. Looked at from the standpoint of mere numbers, the crowds were there, too. Of the throngs that strolled through the aisles, however, there was but a sprinkling of graphic-arts men intent on buying. Even these had their attention diverted, first by the cost congress, during the sessions of which power was denied exhibitors, and secondly by the recreation program. The weather man was unkind. Between the lack of ventilation in the exposition hall and the heat, surcharged with humidity, exhibitors and their aids suffered such intense discomfort that they did not blame visitors for neglecting business to go holidaying.

Cost Congress Opens.

Governor Cox started the wheels moving on the evening of Labor Day, and the next morning Chairman H. C. Vortriede of the convention committee opened the cost congress, calling on Bishop Schrembs, who preceded the divine invocation by a short, eloquent address in which he touched on industrial questions vexing the public mind in liberal tone. Mayor Brand Whitlock was unable to be present and sent as a "sub" Frank L. Mulholland, president of the Commerce Club, to welcome the printers to Toledo, which he did breezily and entertainingly, saying significantly that Toledo spelled boost "boast." He presented President J. M. Thomssen with a gavel made from Commodore Perry's flagship Niagara, which that gentleman immediately used for the purpose of declaring the cost congress ready for business.

Thomssen Protests Against Unfair Competition.

After a few words in the way of response to the welcoming speeches, in which the conscientious-looking Mr. Thomssen said he liked the idea of spelling boost with an "a," he began operations by reading his message as president of the Ohio Printers' Federation. The address briefly reviewed the history of the organization, extolled the exposition, suggesting that one be held annually or biennially in various cities of the central west. Mr. Thomssen protested against a printing school in an Ohio reformatory doing work in competition with commercial houses, citing a case where a job was done for $183, while the lowest commercial-office bid was $400. The president also directed attention to the tendency of child labor to curtail the number of apprentices, and expressed the hope that vocational training in the public schools would keep the flow of apprentices equal to normal demands. Mr. Thomssen said money must be found to educate printers in small towns in cost-system lore. Salaried men should be put at work in communities where the volume of business is small, and in Mr. Thomssen's opinion the slogan of the Federation should be: "A cost system in every printing-office in Ohio."

The remainder of the morning was devoted to hearing reports of officers and committees, which in the main were referred to the committee on resolutions.

Cost System a Detective.

In the afternoon, C. Lee Downey, of Cincinnati, led off with an address on "Accounting," in which he emphasized the need of a good bookkeeping system in even the smallest office, and kept up to the minute, so that it would be known at the end of each day exactly how the office stood. Mr. Downey made a strong plea for simplicity in accounting methods.

Though speaking to the subject of "Better Selling Methods," B. F. Corday, of the well-known Cleveland firm of Corday & Gross, could not forbear making reference to a cost system. He said it was the business detective that uncovers and keeps track of the germ that eventually kills. He also spoke of the desirability of charging equitable prices, and said system was necessary to ascertain what



J. M. Thomssen,
Retiring President, Ohio Printers' Federation.

they are. Mr. Corday counselled frankness in dealing with salesmen and said the chief executive should keep in constant touch with them so that they may have reliable information about what the house is doing and proposes to do.

W. B. Holliday, of Cincinnati, Ohio, spoke about the passing of competition and the ushering in of an era of cöperation which will elevate business integrity. From that high ground he defended "The Long Price-List," which was the subject of his address.

O. W. Wroughton, of Kansas City, took a side swipe at ruthless competition during the reading of an informing paper on "Credit Science."

Glossbrenner and Flader Speak.

Though announced as the president of the United Typothetæ of America, Mr. Glossbrenner disavowed appearing in his official capacity as he arose to address the audience on "Efficiency." He said that the more efficient conduct of printeries depended largely on the executives becoming greater and more capable factors in the business.

Louis Flader, secretary of the employing photoengravers' association, made an interesting talk on "Engraving



Charles P. Carl,
New President, Ohio Printers' Federation.

and Its Relation to Printing." He dipped into history to remind his hearers that much of early writing was really engraving and claimed that modern photomechanical processes had revolutionized printing and greatly affected salesmanship, by making it possible to reproduce commodities accurately and at a comparatively low price. Mr. Flader expressed the opinion that owners of printing-offices would find it more profitable and satisfactory to buy plates from highly specialized plants rather than to establish small ones as adjuncts of the composing and press rooms.

Colonel E. T. Miller, of Columbus, Ohio, showed charts which graphically proved what he had to say in elucidating the "Relation of Cost Accounting to Estimating."

Bum Salesman Argues Bum Boss.

E. St. Elmo Lewis, who becomes more Rooseveltian in appearance and in manner as the years roll by, spoke on "Salesmanship," and said we were inclined to pay too much attention to the study of machinery and not enough to the study of men. He said a bum salesman argued a bum boss; and scored printers who are always talking price, saying that the man who wants to succeed must keep value and service to the forefront. The price-talker dwells too much in yesterday, whereas the man with serviceable ideas is thinking of the future—is living in to-morrow.

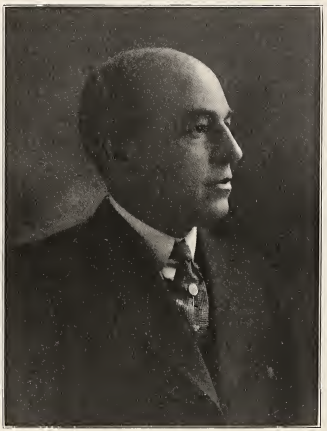
"The Use of Capital and Its Relation to Your Business" was the comprehensive subject assigned E. E. Sheasgreen, of Chicago. He expounded the functions of capital, showing the necessity of securing a profit and how to ascertain that there is really profit at the end of the year.

Wants More Intensive Organization Work.

The delegates adopted a comprehensive constitution and by-laws, which are to be submitted to a referendum vote of the members of the Federation. It follows along the lines of the amended Typothetæ laws and code of ethics. The purpose of the Federation is to "have the bulk of the money paid as dues in printers' organizations within the State spent locally in encouraging and helping printers to install cost and accounting systems." In furtherance of this idea provision is made for district associations in the hope that local interest may be stimulated. The Federation also promises to coöperate with the Typothetæ and Ben Franklin organizations in the work of organizing and educating the printers of Ohio.

The New Officers.

The election of officers resulted in the following selections: President, Charles P. Carl, Cleveland; first vice-president, George M. Gray, Fostoria; second vice-



George P. Gray,
First Vice-President, Ohio Printers' Federation.

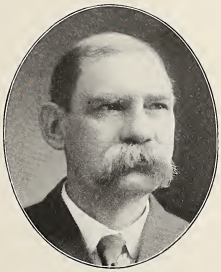
president, A. J. Braunwart, Cincinnati; treasurer, Carl A. Jettinger, Delphos. The secretary will be appointed later, as Mr. Bellman, of Toledo, refused to serve when notified of his election.

Though Cincinnati started a boom for the next convention, and pinned conspicuous pennants on several hundred

people, yet when it came to the business of selecting a city, Cleveland got the plum without a contest.

Cost-system School and Lectures.

The proceedings of the Federation proper were conducted in a corner of the exposition building, which had been fitted up as an auditorium capable of seating about 2,500 persons, and it was filled to capacity on two occasions — to hear Governor Cox and Elbert Hubbard. At the strictly business meetings the attendance was about three



A. J. Braunwart,
Second Vice-President, Ohio Printers' Federation.

hundred. It was proposed to repeat the cost school which proved so popular at Cincinnati last year. To accommodate the school and lectures on specialized subjects a smaller auditorium was devised with accommodations for a stereopticon. It was called Athena Hall, but its interior did not suggest Athens. It was close, uncomfortable and uninviting, which, together with the weather, put a crimp in the attendance. It was intended to hold these meetings as "fillers" before and after and between the sessions of the Federation. The meetings scheduled for the evening faced the added difficulty of competing with a band concert, the musicians being but a few feet away. As a consequence but few of those lectures were given.

In point of attendance probably the most successful was the talk given by H. S. McCormack, of New York city, who was originally scheduled to speak in the large auditorium. He spoke on "Scientific Analysis in Office Management," explaining the merits of loose-leaf systems and other modern business-office appliances.

Opposed Joint Gatherings.

Chairman Vortriede took advantage of the opportunity to call a meeting of printers prominently identified with the organization movement in Ohio and Michigan. During the pow-wow the question of expositions was injected into the discussion. At the close of the meeting the following was given out as the concrete expression of the informal gathering:

WHEREAS, It being the consensus of opinion of the representatives of the Michigan and Ohio printers and publishers at a meeting called by Mr. H. C. Vortriede, chairman of the exposition general committee, that our purposes can be much better served by separating the work of our associations from all exhibitions of printers' machinery and supplies; and,

WHEREAS, We are firmly of the opinion that our printers' trade and cost congresses will be more effective if not held in conjunction with exhibitions of machinery that would distract the attention of those in attendance; and,

WHEREAS, While we appreciate the educational value of these displays and the broad spirit in which they have been made, be it

Resolved, That in judgment of the representatives here assembled, the best interests of all concerned will be more fully subserved by the separation of cost congresses and similar gatherings of printers or publishers from all displays of machinery, tools and supplies, and we respectfully request that at such gatherings the manufacturers of printing machinery, tools and supplies refrain from having representation for the purposes of entertainment or for sale of their goods.

(Signed)

CHARLES P. CARL, President Ohio Printers' Federation.
FRED W. GAGE, President Michigan Printers' Cost Commission.
LOUIS A. WEIL, President Michigan Press Association.
HENRY C. VORTRIEDE, Chairman Exposition General Committee.
JAMES A. CANNON, President Ben Franklin Club of Cleveland.
GEORGE HARLAND, Vice-president the Typothetæ of Detroit.
W. V. PARSHALL, Secretary Typothetæ of Detroit.
R. A. MOOTE, Secretary Michigan Printers' Cost Commission.
T. S. ETHERIDGE, Commissioner Michigan Printers' Cost Commission.
C. C. HADE, Vice-chairman Exposition General Committee.
EDWIN C. PETERS, Treasurer Michigan Printers' Cost Commission.

Among the resolutions adopted by the convention was one expressing the opinion that an exhibition was not needed next year.

Cost of Advertising and of the Stork.

J. C. Morrison spoke on the cost of advertising and subscriptions with especial reference to country newspapers. This gentleman has made an exhaustive study of the subject and THE INLAND PRINTER hopes to induce Mr. Morrison to give the result of his study and research in a series of articles. Mr. Sheasgreen spoke in the small hall on the cost system of the home and said visits of the stork cost $250. He used charts to demonstrate that there is an investment of $12,000 in the average family, and declared that the total cost of a child from birth to its majority is $4,500.

The Daily Paper.

Mr. Vortriede and his enterprising colleagues showed their mettle when they promised to issue an official daily paper, and demonstrated their executive ability when they delivered the goods. *The Toledo Expo News* was a seven-column paper which furnished the news of the exposition in good shape. It was printed in the building, using the composing-room exhibit of the Keystone Type Foundry; the linotype, intertype and monotype people furnished the composition, the Goss Printing Press Company the press-work, and the Canada Paper Company the paper.

During the week the Associated Ohio Dailies and the Michigan Press Association met at Toledo and they were very much in evidence.

Plethoric Amusement Program.

Of entertainments there was no end. Fred W. Haigh was chairman of the entertainment committee, a body which in the opinion of some exhibitors was too efficient. The moment the Federation would take a recess Mr. Haigh's committee had something doing, and strenuous efforts were made to see that everybody participated. The evening of the opening day was spent watching the reception of Governor Cox, listening to his and other speeches, as well as incidental music by the Toledo Maennerchor. Within a few hours after the Federation adjourned on Tuesday a moonlight excursion with cabaret accessories was on the program. Wednesday night Elbert Hubbard spoke on "Making a Living" and at half-past nine the Order of Pica indulged in a grotesque parade, after which they held a stage entertainment in which there was no suggestion of gloom. On Thursday morning the announcers

were busy and the band was playing — all for the purpose of inducing the visitors to take a trip 'round the city and inspect its industries, especially an automobile establishment. As the cars were in the building and a luncheon was promised, the trip was a success. Friday saw another all-day excursion — this time to Cedar Point and Put-in-Bay, where the usual summer amusements were offered. For the first time in affairs of printers, a ride in a hydro-aeroplane was among the attractions. There were some additional entertainment features for the ladies.

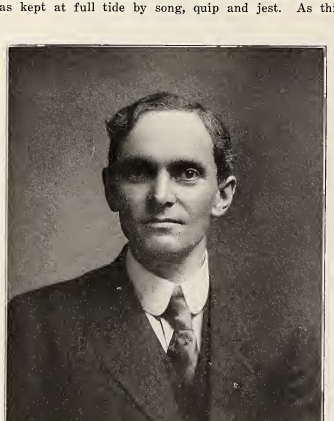
Exhibits and Exhibitors.

Surpassing any similar display made in America, the array of exhibits was a stimulating sight. It was estimated that between seventy-five and one hundred thousand dollars was spent by the exhibitors. The Keystone Type Foundry had a well-equipped composing-room displaying the latest steel cabinets, imposing-stones, etc., making an exhibit, the installation of which, rumor says, cost all the way from $7,000 to $10,000. The American Type Founders Company, the Hamilton Manufacturing Company, and Barnhart Brothers & Spindler, each had a good display, while the leading typesetting-machine houses indulged in first-class layouts. The paper houses put their best foot forward. The Miller Saw Trimmer, the Swink Press, Richards and his handy cut-out device, and all down the line, men, machinery, material and methods were all at their best. It would be invidious to make distinctions while space-limits prevent our going into the subject at length. The reader must content himself with looking over the official list of exhibitors which follows:

American Type Founders Company, American Printer, H. L. Roberts & Co., A. G. Burton's Son, Barnhart Bros. & Spindler, Toledo Blade, C. R. Carver Co., Bigelow Press Sales Corporation, National Printer-Journalist, Challenge Machinery Company, Eclipse Folding Machine Company, Cowan Truck Company, Toledo Web Press Company, F. E. & B. A. Dewey, Unitype Company, Dexter Folder Company, John Thomson Press Company, INLAND PRINTER, Toledo News-Bee, Cleveland Ben Franklin Club, Cincinnati Ben Franklin Club, Columbus Ben Franklin Club, Thos. E. Kennedy & Co., Consolidated Manufacturing Company, Barnes-Crosby Company, Walden's Stationer, Mrs. J. B. Freeman, Automatic Justifier Company, American Folding Machine Company, Toledo News Boys Association, Buckeye Engraving Company, Golding Manufacturing Company, Wood & Nathan (American High Speed Press Company), Toledo Times, Marion and Canton Ben Franklin Clubs, George P. Clark Company, Miller Saw Trimmer Company, Master Printer Publishing Company, New York Revolving Portable Elevator Company, Addressi-Rotagraph Company, Automatic Press Feeder Company, Eagle Printing Ink Company, Printing Trade News, William Thomson Printers' Machinery Company, Graphic Arts and Crafts Year Book, Printing Art Publishing Company, Bermingham-Seaman-Patrick Company, Burroughs Adding Machine Company, Illinois Envelope Company, Beecher, Peck & Lewis, Latham Machinery Company, Latham Automatic Registering Company, Austrich Arc Lamp Company, J. A. Richards Company, J. W. Butler Paper Company, Central Ohio Paper Company, Cleveland Folding Machine Company, A. F. Wanner Company, J. L. Morrison Company, C. F. Anderson Company, Chicago Paper Company, International Typesetting Machine Company, The American Multigraph Sales Company, The Ludlow Typograph Company, Loring Coes Company, Whitaker Paper Company, Autopress Company, Diem & Wing, Dayton Ben Franklin Club, Hamilton Ben Franklin Club, Zanesville Ben Franklin Club, Modern Die and Plate Press Manufacturing Company, Lanston Monotype Company, Printing Machinery Company, Advance Machinery Company, Lebanon Ben Franklin Club, Youngstown Ben Franklin Club, Toledo Ben Franklin Club, Mergenthaler Linotype Company, A. W. Hall Folding Machine Company, Swink Printing Press Company, Peninsular Engraving Company, Uprightgrain Printing and Sales Company, F. P. Rosback Company, F. Wesel Manufacturing Company, Peerless Trading Company, Miehle Printing Press and Manufacturing Company, Standard Machine Company, American Type Founders Company, The Toledo Exposition News, Goss Printing Press Company, Keystone Type Foundry, Western Newspaper Union, Charles W. Kirchner, Ohio Sanitary Wiper Company, Victoria Press, E. W. Blatchford Company, Universal Typesetting Company, Remington Typewriter Company, Duplex Printing Press Company, Toledo Seale Company, Thompson Type Machine Company.

The Order of P-I-C-A.

"Sons of Momus" has been a pet name of printers since they came into public notice. At all their gatherings the fun-loving instinct has provided marked features. Heretofore it has been spontaneous and spasmodic, but now it is becoming systematized and the Order of Pica with its grim grotesqueness is the systematizer. Composed in the main of supply men, who know how to advertise, the Picas and their doings were widely heralded throughout Toledo. All the world was looking for their Wednesday night stunt. Boisterous to the point of being bothersome in the hotel lobby and elsewhere — especially elsewhere — when the Picas went on parade a somber hue was given the proceedings. Candidates were gowned in black robes and cowl, each hooked up with a sober-looking, real-enough Pica, who was trying to look the part, while the band unceasingly drooned away on a large selection of funeral marches. This grewsome affair came to an end about the center of the exposition building, when the marchers closed in, and with a shout that silenced the machinery, took the awful oath of the Picas. After that they retired to the basement — by courtesy called the Grotto — where a cabaret performance was given. During the evening hilarity was kept at full tide by song, quip and jest. As this



Carl A. Jettinger,
Treasurer, Ohio Printers' Federation.

journal of light and leading is not delivered by the express companies but by the postoffice authorities, we are reminded that brevity is wisdom, and we forbear a detailed review of the performance.

The officers of this aggregation are: Chief Noise, J. S. McMillan, of Monroe, Michigan; Supervisor of Stunts, Tom G. A. B. Bateman; Scratcher, Gene Turner; Musical Director, Fred Lueders.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Bichromate Poisoning Cure.

Several formulas for salves to heal sores caused by bichromate poisoning have been printed here. David Howe, of Taunton, Massachusetts, favors processworkers with the following as a cure for this serious trouble. He writes: "My own experience is that nothing equals peroxid of hydrogen (the bleaching kind). This peroxid can be bought by the gallon, and is not expensive. My method is to wash the hands with a small quantity of this peroxid, and, while the hands are wet, rub in a few drops of glycerin. Wipe the hands without washing in water and this treatment will be found to cure quickly if used after work or when washing the hands."

Grain Screen Instead of Cross-line.

Messrs. Hervert and Jahn, of Austria, have patented a method for making grain screens in which they spray fine drops of colored varnish upon a glass plate. Among the advantages claimed are that any sized glass screen can be made, and there is no danger of pattern in colorwork. The *British Journal of Photography* has this very practical criticism on all grained screens: There may be an absence of pattern when using such screens, which is more than counterbalanced by the use of an irregular screen. Inventors start with a prejudice against the cross-line screen, which they think every one else must share, and do not try to understand what its merits are that have made its use universal. If, however, they had an engraving to do for a customer and gave him one made properly with the ordinary screen, and one made with the irregular grain, they would find that he would invariably choose the ordinary screen block, the reason being that this gives him a fair reproduction of the original, whereas the irregular grain screen can only reproduce it at the expense of much detail.

Evolution of Photomechanical Illustration.

Those inquiring for a history of the evolution of photoengraving are referred to a lecture by A. J. Newton, F. R. P. S., delivered before the Royal Photographic Society of Great Britain and reported in the *Photographic Journal* for June, 1913. This publication can be found in public libraries.

When speaking of the relief processes of engraving, the lecturer quoted Eder as saying that the first relief etchings to be used for book printing were those of Dembour, who in 1843 painted his designs in acid-resisting varnish on copper, and then etched them in relief. Blasius Hofel, in Vienna, first used zinc for relief etching in 1840, but it was not successfully worked until Gillot, in Paris, in 1850, produced relief etchings by making zinc electrotypes from swelled-gelatin reliefs. Dallas and Negre did the same, but the process was not very successful, nor did Gissendorf's method of printing continuous-toned negatives on to grained zinc covered with sensitive asphalt find much favor, and until about 1880 it was preferred to draw upon grained and other papers, and transfer to the zinc to etch.

The screen was first mentioned by Fox Talbot in his patent of 1852. Berchtold, a Frenchman, took out a patent for a line screen in 1857, and in 1858 Burnet also described screen methods. In 1865 the brothers Bullock patented a method of block production in which a gauze net was used to make the reticulated negatives. In 1868 a half-tone screen was used in New York, according to S. H. Horgan's book, frequently quoted, but four years before that Swan had taken out a patent in which he described a glass screen and its purpose, and in 1879 he patented a relief process in which he used the screen in front of the original positive, or in front of the plate on which the negative was being made. Mr. Newton might have added that the first real practical half-tone was published in the New York *Daily Graphic*, on March 4, 1880; reproducing a photograph made by his namesake the late Henry J. Newton, of New York.

The Rev. Hannibal Goodwin, Inventor.

A recent court decision states that the late Rev. Hannibal Goodwin, of Newark, New Jersey, was the inventor of the flexible film on which all photographic and moving pictures are made. This makes the Eastman Kodak Company and others infringers to the extent of millions of dollars. It was the writer's privilege to be most intimately associated with the Rev. Hannibal Goodwin while he was developing his knowledge of photoengraving. In fact the writer superintended the establishment of the Hagotype Company in the spring of 1881 at 12 Vesey street, New York. This was the first engraving company in this country using a patented method and devoted to zinc etching exclusively. The Rev. Hannibal Goodwin was a remarkable man in many ways. Six feet three inches tall and a giant in proportion. He was considered one of the leading ministers in the Episcopal Church and would have been a bishop but for his leanings toward the Catholic Church. Photoengraving began as a hobby with him but grew to be a passion. It engaged his attention every moment of his waking hours he could give to it away from his church duties. While we were traveling together, dining together, in the shop, out of it, he would talk only process engraving. One practice of the Rev. Goodwin's is worthy of imitation by processworkers, and that was to make a note of every experiment made and every scrap of information secured. His notebooks were a library in themselves. Mr. Goodwin interviewed every processworker worth while in this country

and abroad, and with a bland method of questioning he had pumped them dry of every scrap of valuable information they possessed, all of which was recorded in the notebooks later, to be referred to when wanted. Electro-deposition was another branch of work Mr. Goodwin studied and to which he applied photography. He has been dead many years, dying at the age of seventy-seven, and his widow, eighty-one years of age, is still waiting some reward for her husband's labors.

Photogravure Screen from Ordinary Screen.

W. J. Smith tells in the *British Journal of Photography* how to make a rotary photogravure screen from an ordinary half-tone screen. The following is his method in brief:

In machine photogravure a thin cross-line screen is printed upon the carbon tissue, and serves two purposes. First as a mesh to entangle the ink and secondly as a support for the thin blade (called the doctor) which scrapes the surplus ink from the cylinder. The screen is the reverse of an ordinary half-tone screen. The lines are thin transparent lines, on the surface of the glass, instead of being enclosed between two pieces of glass. A very serviceable screen can be copied from an ordinary 150 or 175 half-tone screen in the following way:



Stop to Use.



Copy of Ordinary Screen.



Photogravure Screen.

Cut a stop the shape indicated here. The center is not to be cut out, otherwise the angles where the lines cross will be rounded. After the stop is inserted in the lens the latter is turned until the slots in the lens are exactly at the same angles as the screen to be copied. Fix a white sheet of paper to the copyboard and see that it is evenly illuminated. Extend the camera for copying same size and place the screen and a ground glass in the camera. Correct screen distance is found by inspection, and for the purpose a transparent spot is required on the focusing screen. This can be made by smearing a spot of vaselin on the matt side of the ground glass. Rack the screen close to the ground glass and then gradually increase the distance until the black lines of the screen disappear and become reversed and considerably thinner; when about one quarter the opaque part, the distance is correct and should be noticed for future reference. The best sensitive surface for copying is the wet-collodion plate, but if this is not readily obtainable a process dry plate will answer the purpose provided it is worked carefully and not overdeveloped.

Enamel on Zinc—Trouble with.

G. L. Norman, Mobile, Alabama, asks: "If enamel should begin to come off on a large plate, before getting sufficient depth to roll up, is there any way of saving the plate? Is it better to use the albumen sensitizer and be on the safe side? Do most shops use enamel or ink process on line plates? Which do you prefer?"

The only way to save a zinc plate when the enamel starts to come off is to roll it up with ink and a hard roller and then powder it with an acid-resisting powder. The trouble is, however, that the very fact that the enamel lifts is an indication that the acid is already etching under the enamel. I prefer albumen and ink for zinc, and that is the prevailing method.

Which reminds the writer that while in Boston, where they use enamel on zinc more than in any other city, he was in a shop where an old etcher was bragging about the wonderful zinc enamel he had discovered that was impervious to the strongest acid. He was insistent that I remain while he coated a plate and demonstrated it. He made a print and burned it in most carefully and began to etch the plate. Then to show what a good acid resistant it was he took his brush and dipped it in an almost pure nitric acid solution and began to brush it on the zinc plate. The enamel started to disappear wherever his brush touched the plate. He was very much embarrassed, as he began to assure me that "the enamel never acted like that before." — *Curtain.*

Market Value of the Engraver's Art.

Henry Lewis Bullen, the printer's historian, wrote an apostrophe to the value of brains in printing which deserved the page given to it in THE INLAND PRINTER. His brilliant tribute to printing is even more appropriately applicable to our art as will be seen by merely substituting the word "engraving" for "printing" in his paragraphs reprinted as follows:

In engraving used successfully to sell merchandise there are two values. One includes the material and labor used; the other results from the ability to make the engraving effective as a selling force. One value is produced mechanically, the other by mental processes which are similar to those employed by architects and in the various professions, and this is frequently the larger value.

Engravers who do not charge these greater values into their invoices are belittling their abilities and lowering the estimate of the value of engraving in the community.

The engraver sells to the manufacturer and the merchant the most potential and profitable method of salesmanship that has been or ever will be devised.

The cost of selling by engravings is very much less than by any other plan equally far-reaching in scope.

The permanent character of the results that are obtained by engraving salesmanship is one of the most remarkable qualities.

The engraver's art can extend the customer's market as far as the ambition and enterprise of the customer prescribes, bridging seas and crossing continents, *and speaking all tongues.*

No other expenditure returns itself so quickly, bringing with it a perennial stream of profits, as that for engraving.

WHERE NELSON FELL.

A prominent Boston attorney tells of an American tourist hailing from the West who was out sightseeing in London. They took him aboard the old battleship Victory, which was Lord Nelson's flagship in several of his most famous naval triumphs. An English sailor escorted the American over the vessel, and, coming to a brass tablet on the deck, he said, as he reverently raised his hat:

"'Ere, sir, is the spot where Lord Nelson fell."

"Oh, is it?" replied the Westerner, blankly. "Well, that ain't nothin'; I nearly tripped on the blame thing myself." — *Harper's Magazine.*

OBSERVATION more than books, experience rather than persons, are the prime educators.—*A. B. Talcott.*

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Handsome Cover by the Offset Press.

The September *American Pressman* appears with a new cover-design produced on the offset press. The presswork on this attractive cover is produced in the I. P. P. and A. U. Technical School pressroom, located at Rogersville, Tennessee. White antique stock is used. The background of the design is a warm gray tone which is produced by a skilful combination of a fawn tint with a cobalt-blue tint. The title, seal of the union and view of the sanitarium are tastefully displayed in black and the aforesaid tints, making a very striking and pleasing color effect. The introducing of offset printing in this novel manner shows that the pressmen's union is fully abreast of the times, and that its members are able to handle lithographic work on the offset presses in a manner creditable to the craft.

Jogging of Coated Stock.

(1574) "In running a form of half-tones, consisting of twenty thousand impressions on eighty-pound coated stock, is it practical and customary to jog it on the press or should the twenty reams of paper be jogged by hand? The pressman contends, although he has not tried it, that jogging on press will make the sheets blur and offset, while the foreman is trying to eliminate two or three days of unnecessary work in the bindery by hand jogging. The ink used is a fairly quick drier."

Answer.— We are of the opinion that you should fly the stock into trays, and if fenders are used the sheets should fly straight enough to be cut if necessary. As to the offset, much of the offsetting is due to the oscillation of the sheets after they have struck the fly-table. The pressman should prevent this by the proper arrangement of his fly-sticks and sheet-stops, as well as the fenders on the fly-board. We can see no good reason for the additional expense of jogging it by hand when it can be done just as well mechanically.

Three-Color Work on Platen Presses.

(1575) A printer in a small town writes: "We want to do several jobs of three-color work and write for information that you may be able to give. Can three-color work be done on platen presses, and is there any special method of working it or is the ink used in any special way?"

Answer.— Some of the best specimens of three-color work that have appeared in THE INLAND PRINTER were executed on a platen press. In this class of work you should use the ink made for that purpose which will be furnished by your ink-dealer. In three-color work the yellow plate may be made ready in black ink, and when it is leveled up evenly the press may be washed up about twice and the yellow may be run. It is important that this plate be kept up to proper color or else the red and the blue plates which follow will not render the colors desired by the engraver. His progressive proofs should be kept for inspection and followed closely for color. The red plate will follow the yellow, and the blue plate is last. The ink should not be bone dry following each other, as it gives a mottled appearance. The work should be kept covered so as to prevent drying out of the stock which will cause imperfect register. Mechanical overlays, either chalk or zinc, are best suited for this line of work.

Ink Reduced Too Much.

(1577) Submits a half-sheet sales bill printed in black ink on news-print stock. The half-tones appear filled up and the solid lines show a slurred edge, as though the rollers slid over the surface instead of rotating. The back of the sheet beneath the solids in the half-tones and the wood type are stained as if from machine oil used in the ink. The make-ready and printing aside from the foregoing is without fault. The printer writes: "The enclosed bill was printed on a ——— drum cylinder press, almost new. The large type shows a blur on the edges as if the cylinder carried too much packing. The impression is not too strong, and the cylinder rides firmly on the bearers, which are exactly .918 inch high. Will you explain why the type prints in this way?"

Answer.— We believe the trouble is due to the form rollers not being set firmly enough against the vibrator, which permits them to slide. It may be due partly to a thin greasy ink, such as might result from mixing machine oil in cylinder news black. The rollers should be set to a fair contact with the iron vibrator. Thinning the ink with machine oil will cause the rollers to slide. Use boiled oil or thin varnish. Some use equal parts of turpentine and coal oil for cheap poster work.

Embossing on a Cylinder Press.

(1578) "I have a job to emboss — a pamphlet cover on a cylinder press, and desire to know the preliminaries. Will you kindly furnish the main particulars?"

Answer.— The first consideration in embossed work either on platen or cylinder is to have as rigid a base as possible for your die. A solid metal base is advisable. The die should be locked up in a chase, using metal furniture, and the chase must be secured so as to prevent any lateral movement after it is fixed in its proper position.

Where a brass jacket is not used, the tympan should be of pressboard, an extra sheet might be added if it will stand it, and this may be covered with a sheet of manila, which should be pasted at the gripper end. Some prefer a metal sheet because of its stability, as it furnishes an unyielding base for the counter-die. The counter-die may be made of any plastic medium such as is ordinarily used on a platen press. We believe Stewart's embossing board to be about the easiest material to handle for cylinder embossing, as it

is not difficult to apply and will stand up under long runs, and it has a standard thickness.

In pulling an impression the rollers are to be out, although it will do no harm to leave the angle rollers on so as the bed of the press will have the normal stress against it. When pulling the impression to make the counter-die it is advisable to trip the cylinder and allow it to make several revolutions before allowing the plate to impress the embossing composition or board. The object is to secure better register. The die is to be rubbed with oil or covered with a sheet of oiled tissue to prevent the adherence of the counter-die while taking the preparatory impressions. When the guides are set the counter may be trimmed, and dusted with French chalk. The die may occasionally be treated with the same material, as it reduces the friction between the stock and plate. Every pressman should have a copy of "A Practical Guide to Embossing and Die Stamping," sold by The Inland Printer Company, $1.50.

Answer.— Satisfactory vignette work can be done on platen presses. Of course the conditions must be favorable. No doubt the pressman will improve his work with practice. The first essential is that the cut be mounted properly. It should be a trifle under type height. This applies only to vignette cuts. The next condition is that the cut is not to be underlayed so as to bring it above the type, nor to make it tilt as will occur when unevenly underlayed. The tympan is the next consideration and last the make-ready. A soft tympan should not be used, as it will undo the work of a pressman owing to its yielding nature. A sheet of pressboard placed under the top sheet may help to keep up the appearance of the first few impressions, otherwise as the work continues the tympan assumes a matrix-like appearance and finally it becomes necessary to make the job ready again. A hand-cut overlay or several spot-up sheets carrying French folio and tissue sufficient to even up the inequalities and to give increased pressure will often be sufficient to give a satisfactory appearance to vignette half-tone plates on short runs. The first impression of the plate that is pulled should show a weak outline of the figures in the plate. When it is spotted up to even up the impression, the high lights of the vignette may be ignored for later treatment. Just allow them to remain gray. A few impressions pulled on French folio may be used as overlay and the edges of the vignette and other parts may be cut out as required. The darker places may be spotted up with tissue and the edges of the vignette trimmed closely with a sharp knife, chamfered off, or may be torn to soften the effect. The foregoing in a general way covers the manner of handling vignette half-tones. No set rule can be followed closely owing to the variations in work. The essentials only may stand.



LAKE McDONALD, GLACIER PARK, MONTANA.

Vignette Half-tones.

(1576) Submits a four-page circular containing half-tone plates. The edges of the vignette engravings are not as soft as they should be, considering the time employed by the pressman in making them ready. It may be possible that all of the conditions under which the pressman is working are not fully stated in the letter which follows: "Will you kindly tell us if it is possible to get satisfactory results in printing vignetted half-tones on a platen press? If so can it be done without mechanical overlays? We have a 17 by 21 platen press. Our pressman worked all morning trying to make the proper vignette on the half-tones on the enclosed specimen. Our customer will not be satisfied. Must we admit that this work is beyond us or could an ordinary pressman be instructed so that he could do this work on our platen press? Will you give us some information on vignetted half-tone work so that we may improve our facilities in this line?"

Most people would succeed in small things if they were not troubled by great ambitions.— *Longfellow.*

Written for THE INLAND PRINTER.

AMERICA POSSESSES THE OLDEST ENGLISH NEWSPAPER

BY S. H. HORGAN.

WHAT is the date of the earliest copy of a newspaper printed in English? The encyclopedias, histories of printing, dictionaries of dates, etc., will tell you that "The Weekly Newes from Italy, Germany, etc.," dated May 23, 1622, preserved as one of the most precious possessions of the British Museum, is the oldest English newspaper of which there is a copy extant.

Mention has been made that the really first newspapers were termed "Corantos," meaning that they were intended

CORANT OR WEEKLY NEVVES,
from Italy, Germany, Hungaria, Polonia, Bohemia,
France, and the Low-Countries.

From Rome the 17. of September 1621.

FRom Rome it is certainely reported that Cardinall Bellermine, after he has receiued the Communion and the Popes Benediction vpon his

From Vienna the 22. of September. 1721.

The Spanish Ambassador is come hither againe with the Duke of Casteto From Prage: and the differences betweene the outlandish 3 German Queenes are agreed vpon, but that till the day nue Imperiall Generall hath borne yet nanch.

The 21. of this month to the vphalmet meeting at Rauenburg on the Marke, is appoted for Commissiary, the Cardinall Dietrichstein, the Archbishop Balman, the Lord Breuner, and the Carle of Meggau: out the Hungarians flow both the Cortes of Austr: and 3. principall Lords of the Country, who should haue met together this day but because of the contagion, which there much increaseth, it is not yet begun

The Archduke Charles is yet here he hath caused great quantity of Mynes and other pouvilion to be brought vnto the Landscrow at Silesia whether the said Archduke is ready to march: where also the Clergy of Saxon in his owne person should appeare. and it is here publisht that all pasolines of Pistoles should be transported hither, and to other strong places and Townes

From Newmarck the 30 of Septem.

At this instant, the Carle of Mansfield vnto be hyen by from Amberg, is to here expected with three Cojonets of Horse, and more men shall follow after him, wherepon Women & Children fly from hence with their best goods, & there is great shifting and lamenting, amongst the poor people in the Mens Country.

From Pranefort the 30. of September.

We belue it here, that Frankendeal is as much as besieged, because the Spaniards (by reason of the Generals retyring) is made as of the wall part of the Bergh Street: All the Rotners and Bayoupches (except the Castle Swckenburgh) hauing yeilded themselues to the Enemies

From Thorne in Prussa.

It is reported, that the City of Augsin Polonia is taken in by the King of Sweethland, because that after hauing sustained 400 repulses & assaults, and they without preparing for the Fifth assault before the City gates, shole that were within, the City of many places being left on fire, fought to parley and thus yeelded the City with compolition.

From Vienna the 18. of September 1621.

Some letters from Vienna relate, that the Emperors army beginneth again to increase and grow stronger, and that by the 1. of October is as much to hatten, as a truce or ceallation of Armes, that at the other day Bodian with his men did yet continue to doe much spoyle, and already made himselfe Master of Dotberen: where Neckasel, Gerling, Gutenstorp, are almost of that whole Country, ranfacking to the very gates of Vienna. Many of the Inhabitants haue in his power the Citties of Mannin, and thereby shut vp the passage both by land and water, whereby the Imperiall army might come to inburn great distresse.

The Duke of Bauaria hath not onely vpper Austria in patient, but hath also hath taken the Spaniard vnder protection with his pollection.

The Marquis of Ingrethrop, is ere yeed in Bohemia, and there harpeth onely very hopefully.

The Clergy of Saxonia, haue brought Duke Iulius of Lutzlan: which Citty as it is written to well prouided with men and munition.

The Spaniards daily menaced thole of Wesalia bury rigorously, because they let the Sarowneal haue their free transition.

There was newes that the King of Polonia was broken by to with and the Turke, who with 300. thousand men was come to the frontiers of his Land.

From Vienna, the 20. of September 1621.

Beehem Gabor hath not hurte long in his army this 14. dayes, but hath burne at Oden, where some thousands of Turkes are arriued, who make he hyinglish to his danger.

The Marquis of Ingrethrop hath his Army, and also the Carle of Thorne, who commandeth ouer the Germans as come to Bohemia, who hereby hath already burn'd to the ground about 12. Villages and Boroughs, and hath rauish some hundreths of persons to be Christians, and to turke.

Beehem himselfe being now vengued, hath sent vnto none again to that of Pressburgh, that he will shortly hither come very neere that and Borough.

The Commander Dieprebach is yesterday come hither with the Imperiall fields-camp vnder Spielburgh, and our Army shall make vp from thence and so to goe to the Spruckhil ouer a Shipbridge (which is hyre ouer the riuer at Rhoben) to towards Sporaria to hunter the bad intension of Ingerthrop because that the with Spaniellish is thought to haue a purpose to enterpaile in hand against the Imperiall Spielby.

The Bodian hath no yet throughly continued with Barons and Noblemen of Austria and Styria, and now their roomages neiere that within 8. dayes time behath burnt to the ground about 80. Townes and Villages, and carryed away 4 part to hath more the thousand of soules. Alle newes are brought by the Post, who hath brought hither the confirme to that Bodian is here, of a company of his horsse intended to inall of the Bodian, who being strong more then 10000. men at Korkes and his garrisons, is resolued to put fire at the suphurbs of the Citie.

The reconciliation of the Palatine with the Emperor Spielby is here in good termes, because that the Spielby hath written to all the Electors, to brare and vnderstand their soules, they are alsuiched to pardon, so that it is hoped that within a short time a Cessation of armes shall be effected.

Moreouer the Plague beginneth here much to increase, and before all things are bare here dere, no person of Worth, that here before hath died 14 person, so was lole 10 5. Chuyfters, 4 many learned, all one a thousand are nayly 150 in the Clement

From Prague the 23. of September 1621.

Some followers of the Kore is married against an either great Piece of Turon out of this Citte Royall: to it Duke Maximilian although thole of Ecompeteries the expliate regulary of the besiegers, and that beglemege and wood must of scarce them, for all that they are the more resolued, and the enny make a breking of it, because that they shut receiues comfort from Bauaria and their order by brut at the Ferte. And newes comments from Dikete, that the Soldiers of that Country haue taken the Citty of Glatz by composition, but what the conditions are is as yet vnknowne.

We haue hence aduice yesterday that the Carle of Mansfeld was agreed with the Duke of Wassell, namely that he should pay to him before Gulick 200. thousand Florins, but to his Soldiers 3. months wages, and who so euer would be content to take pension, that he should goe to Lymgarian, & to hyre and pull downe all the Steeples and high-steeples about the Palatinate, likewise the said Duke Wassell should open the Passe which he the Emperour Quiet-by, upon condition that all his time he should not serue no more Armes against the house of Austria. Moreouer, he is to deliuer and to let in recompence three of his bookes be under an Carle of the Empire, with other conditions more, whereupon he with his whole army is retired, taking his course towards Ambergh.

From the Bergstreet the 28. of Sept. 1621.

The Spaniards haue begun the 26 hereof to shoot vpon the Palsone of Frankendeal, but beleaue that thole within defended themselues valiantly, they the last night retired from thence, and went to Seyfers Kastuen, what their they shall effect we shall heare. At this instant great burning both here and in the Bauer place about the countryttieries.

From the vpper Palatinate the 28. of Sept. 1621.

We are here in thole Countries in a miserable state, because that the Carle of Mansfeld will not accept the agreement with the Duke of Bauaria, adi because the said Spaniellish hath vnderstood, that the Spaniellates at Ambergh with the Nobility and Citty, haue voluntarily written to the Inuentors of the Duke of Bauaria, the said Carle is marched toward, hath spoyled, ransacked, and burnt, the faire Spartan Cloyster Kaysheim, 2 Abbies, and below many poore Inhabitz, hath also besieged Wilbeck, with he fewerwith with the most part of his Footemen remain about Amberg, thole of the Citty haue shut their Gates, refusing to let him come in, wherefore the Carle hath prouyse, that within two dayes he hopes to haue the Towne, which to secure shall not be without bloodshed. And there is such hyring, and retiring in all the Country that it cannot be written, for the enemy come the Kameraers home to their Cantz, where he is 8000 men. Neumarkt, Waldmunchen, Iezzo, Wegen Heym, Remer, Creffenmur, Wolbeck and other places, where he caused to Inhabitants to take their homage, likewise he hath imbarqued Rhemmarckt, but Spanisfeld hath put garrisons therein.

From the vpper Palatinate the 29. of Sept. 1621.

This day in the forenoone is the Carle of Spanfeld to appoint some of the Inhabitants, with 6. Gentlemen of Thole, the Gouernor the hereunto there

London Printed for N.B. October the 11. 1621.

It was the writer's privilege to be shown by Mr. Feleky through his library of rare books devoted to Hungary and Hungarian affairs and to get his permission to reproduce in these pages this oldest newspaper. There is no question of this copy of a "Corant" being genuine. It is a single sheet of two pages, the type-page being eleven inches long so that this reproduction is over half the size of the original.

"N. B.," the publisher, believed that Englishmen knew enough about their own affairs and hungered for news of Europe. There were several weekly newspapers printed outside of England before this date, so he merely translated from one of them as shown by his colophon which reads: "London Printed for N. B. October the 11, 1621. Out of the Low Dutch Coppy."

The character of the news is much the same as that of to-day. The first paragraph is "From Rome it is certainely

full 14 one a thousand are nayly 150 in the Clement

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Some followers of the Kore is married against an either great Piece of Turon out of this Citte Royall: to it Duke Maximilian although thole of Ecompeteries the expliate regulary of the besiegers, and that beglemege and wood must of scarce them, for all that they are the more resolued, and the enny make a breking of it, because that they shut receiues comfort from Bauaria and their order by brut at the Ferte. And newes comments from Dikete, that the Soldiers of that Country haue taken the Citty of Glatz by composition, but what the conditions are is as yet vnknowne.

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From the Palatinate the 1. of October 1621.

The 30. of September the Spaniards take to Lamb the one Suburbem are all gone to their quarters at Seckenheym, Neckerhausen, and Gungen, they put what to be able to resist the Spanish forces, they are not strong enough both on Fort and Pfolzeim. No 400 1000. Footmen are trapped at Neckarhausen, the Spaniards keepe themselues at Frankendeal, it is thought that they will watch it fortified.

The 30. of September, the Inhabitem of Doerenbach, haue embarked the Inhabitez of Wisselsheim, they will likewise embarke the Towne at leste, because that they haue putten themselues to the Spaniards.

At Bryesheim they make before Heidesheym a land partition and a Bulwarck, whereupon great Ordenance of Stonance are to be planted. On the other, the they haue taken on with the tower called Crotzbeerger, and filled it with earth, and pieces of Canon shall be set upon it.

From the Bergstreet the 1. of October, 1621.

Mehyr Frankendeal co. Spanish soldiers were slaine in one assault, it is thought they will return from thence.

From Cullen the 5. of October 1621.

There were paid, thole of Gulick the 2000. men Armes, fallen out with Thomas Viller his pay-master, & take in to Seuere by Kintzich on the Rhine of the Riuer, wherein some of the Spanish Garrison were Slaine, and to with their Lieutenant were taken prisoners and brought into Gulicke, who the next day were all beheaded against the Lieutenant remaining secrety to their confesse.

Thole of Gulick haue made a Breuere on the Kaiserdyke, through which they can sell out, they haue also thole saues pass that turnoyle out of it, to burner the Spaniards from making their fortifications, whereupon those were killed, in the mean time the gates of Gulick stand yet open, and the Castle goeth yet under pallisser, and the women and Children of the Soldiers at Gulick, are yet suffered to tarry in the towne. In the Towne and Castle are 16 pieces of yelowell goe vpon & all manner Battles.

From France in the Duchy of Duke of Bouyon Lantzeren, being before the towne my Gobin and Clermont Lantze, both come also to the Duke of Lotharen. And moreouer the contagious sickness great in the Kings Leagre, it he will their continue it so much vnbelieu of. It is likewise reported that the Duke of Lotharen is gone, with some thousands of men ready and hast to relieue the Siege from Montmedon.

The Duke of Bouyon hath not aboue 2000. men, and both sent vnto to the King, that he will not come to any agreement, before all the Affaires of France be set in quelle, and he shall thereof, that he will still aim to the uttermost, although he should be forced to inuade the Kingdome.

The Letters from Rees, that they maybe yet hard on the new Forts on the Rhine, that right over the Towne of Commerch another Fort should be more, wherunto the inhabitants of Spruys haue sent the rest of the Spanish Soldiers, it is much that by reason of the long raining weather at this time, no further enterprises shall be undertaken.

London Printed for N.B. October the 11. 1621. Out of the Low Dutch Coppy.

COPY OF THE OLDEST ENGLISH NEWSPAPER, JUST FOUND IN NEW YORK.

to be published regularly, and credit has been given to Nicholas Bourne as the founder of these newspapers though no copy of a "Corant" has been found until recently, when one turned up accidentally in the library of Charles Feleky, of New York.

Reported that Cardinall Bellermine, after he had received the Comunion and the Popes Benediction died." The usual news when a cardinal dies in our time. In the second column, fifth paragraph, there is a war between Poland and Turkey threatened: "There was newes that the King of

Polonia was broken up to withstand the Turke, who with 300 thousand men was come to the frontiers of his Land."

The high cost of living was a topic in Vienna, found in the last paragraph of the second column: "Moreover the Plague beginneth heere much to increase, and besides all things are heere very deere, one pound of flesh, that heer before hath cost 14 pence, is now sold for 5 Cruytsers." The mixing up of the fonts of type and the typographical error in the fifth line of the first column where the date is run "1721" instead of "1621" makes one feel that the "comps" of three hundred years ago were as human as our own.

"The newspaper of the future," said Mr. Donald, "will not contain less reading matter, but the pages will be smaller, the methods of distribution quicker and the circulation cover greater areas. Airships and aeroplanes will be used for the most distant centers and electric trains and motorplanes, running on special tracks, will be used. In all the chief centers of population the papers will be distributed by electric or pneumatic tube.

"Morning and evening newspapers will be merged and the editions come out at almost every hour of the day and night. The news will be collected by wireless telephones



UNDERGROUND SCENE ON THE THIRTEEN-HUNDRED-FOOT LEVEL OF THE PENNSYLVANIA MINE, BUTTE, MONTANA.

Practically all of the ground below Butte has been mined and timbered in this manner.
Photograph by Floyd Bushnell, member of Butte Typographical Union.

Among the "newes" we miss in this old paper are the doings of divorce courts, the baseball scores, flying machine fatalities, railroad and auto collisions, besides the editorials on suffragettes, the turkey trot and the slit skirt, and who will say that Londoners of 1621 were not altogether lucky in being spared much of the slush we are obliged to wade through to get our news.

DEPICTS FUTURE NEWSPAPER

Robert Donald, editor of the *Daily Chronicle* and president of the Institute of Journalists, painted a striking picture of the newspaper of the future in the presidential address at the annual meeting of the institute at York. Mr. Donald said that if he were to attempt to forecast the future, he would say that newspapers would be fewer, the tendency toward combinations would increase and colossal circulation would continue to grow.

and a reporter will always have a portable telephone with him, with which he can communicate with his paper without the trouble of going to a telephone wireless. The telephone message will be delivered to a subeditor in printed column form.

"At the people's recreation halls with cinematograph and gramophone or some other more agreeable instrument of mechanical speech all the news of the day will be given hot from its source.

"The people may become too lazy to read, and news will be furnished a house or office just as gas or water are now. The occupiers will listen to accounts of the news of the day read to them by much improved phonographs while sitting in the garden, or the householder will have his daily newspaper printed in column form by a printing machine in his hall just as we have the tape machine in our offices now."

THE MAN AND THE FIELD

This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Superintendent on Pacific Coast.

(1696) A printer of many years' practical experience in all the details connected with job and machine work, including the handling of large forces to the best advantage, would like to secure a position as superintendent or assistant superintendent in a job office, or office doing publication and jobwork, with a preference for one of the States on the Pacific coast. He has worked in some of the best printing establishments in several different countries. A student of all methods that would make him more useful to the employer. Thirty-five years of age. Married.

Seeks Position as Cost Clerk and Assistant to Manager in Printing Establishment.

(1697) Young man, twenty-seven years of age, equipped with a good education and a thorough business training, would like to secure a position as cost clerk, general office work or assistant to manager. Translator of German and French. At present cost clerk in a large printing-house in Ohio, but the discontinuance of that department makes it necessary to seek a new field.

All-around Printer Seeks Opening.

(1698) Good, fast, up-to-date compositor of over twenty years' experience in the printing trade would like to secure a position as manager or foreman in a well-equipped office. Understands both platen and cylinder presses. Good proofreader. Familiar with paper stock and ink preferable for good results. Good judge of harmony in handling typefaces. Held last position seven years. Best of references.

Seeks Foremanship of Pressroom.

(1699) First-class cylinder pressman of sixteen years' experience would like the foremanship of a high-class medium-sized office. Thoroughly experienced in the making and use of metallic and chalk overlays, and handling automatic feeders, etc. Understands cost system. Does not care to go more than twelve hours' ride from Philadelphia and will not consider anything less than thirty dollars a week.

Seeks Location with Up-to-date Newspaper.

(1700) After five years' connection with a leading daily as reporter, telegraph editor and general manager, young man, thirty-seven years of age, finds it necessary to make a change. Would be willing to go anywhere except the extreme south or east. Would prefer looking over proposition before accepting, and would like to locate about November 1. Capable of any detail work in a newspaper office.

Wants Working Partner with $2,000 to Invest.

(1701) An all-around printer, thirty-three years of age, and owner of a modern printing-plant, would like to meet an all-around printer about the same age for working partner. $2,000 cash required. Plant is located in large city with unlimited field for business. At present has all he can handle himself. Exceptional chance for a "specialty" inclined man.

Would Take Charge of Composing-Room.

(1702) All-around job compositor with over twenty years' experience, thoroughly understands layout and looking after details, would like permanent situation where executive ability and initiative will be appreciated. Can estimate and suggest design. Capable of taking charge of composing-room or entire plant.

Linotype Machinist and I. T. U. Course Man Would Locate in Chicago.

(1703) All-around printer of six years' experience, mostly in small shops and country newspaper offices, graduate of machine-composition department of the Inland Printer Technical School, and at present a student of the I. T. U. Course of Instruction in Printing, is seeking a location in Chicago on machinework, preferably in a job-shop or publication office. Twenty-seven years of age, reliable, good habits. At present employed outside of Chicago but wishes to return. Union.

Newspaper for Sale.

(1704) Newspaper for sale; one of the best-paying and best-equipped small country newspaper plants in Idaho. Electric motors, new and up-to-date material. Advertising over $130 a month, smallest month's jobwork $155. $750 required, balance on time. Good reason for selling.

Cylinder Pressman Seeks Change.

(1705) Cylinder pressman of twelve years' experience on highest grade of work, thoroughly efficient on fine work where accuracy of register and color are essential, would like to change. Prefers Chicago, but has no objection to a country town if the position is permanent and services appreciated. Union. Thirty-two years old. Reliable, sober and industrious.

High-class Printer-Executive Seeks Change to Warmer Climate.

(1706) Man of more than twenty years' experience in the printing business, familiar with all branches of printing and allied trades, would like a position as manager or superintendent of a high-grade plant, anywhere except the Northwest. At present superintendent and advertising manager for the largest medicine concern in the world. All-around man, able to operate any machine, including the Model 8. Can meet the trade. Thirty-nine years of age; married. Good habits. Will not consider less than $200 a month. Nonunion.

Would Locate In or Near Chicago.

(1707) Man of fourteen years' experience on commercial, job and loose-leaf work, and capable of reading and O. K.'ing same, would like a position in or near Chicago. Familiar with all kinds of flat plate, Warnock and diagonal block forms. Twenty-nine years of age. Married. Sober and reliable. Nonunion. Capable of taking charge of composing-room.

Newspaper Man Would Lease or Buy.

(1708) Newspaper man, sixteen years' experience with some of the leading newspapers of the country, would like position as managing editor on a prosperous afternoon daily in a small town at not less than $30 per week. Would invest $500 to $1,000 in a paper after he had leased it for a

period of six months. Would prefer a prosperous weekly, and any part of the United States is suitable. Married.

Pressman Seeks Western Location.

(1709) Pressman, thirty-five years of age, fifteen years' experience on all grades of color and black work in the best shops in Chicago, would like to locate in the West or Northwest. Best of references. Union. Married.

Would Connect with Printing Supply House.

(1710) All-around printer, twelve years' experience in various branches of the business, would like to connect with some supply house as salesman. Thoroughly familiar with the needs of modern establishments. Excellent references.

Cylinder Pressman Seeks Opening.

(1711) Cylinder or platen pressman, ten years' experience on color, half-tone and commercial work, would like position in city of fifty thousand or over. Union. Married.

All-around Printer Seeks Change.

(1712) Expert proofreader, typographical designer and job compositor, sixteen years' practical experience, would like permanent position as superintendent, assistant superintendent, foreman, assistant foreman, typographical designer, proofreader, printing solicitor, head jobber or as job compositor. Would prefer Oklahoma, Texas, New Mexico or Arizona. Capable of taking charge of any plant. Married. Steady and reliable.

Would Buy, Lease or Take Charge of Small Job or Newspaper Office.

(1713) Young man, twenty-eight years of age, good all-around job-printer and pressman with country and city experience, would like to buy, lease or take charge of mechanical end of small job or newspaper plant.

Linotype Operator Seeks Change.

(1714) Young man with six years' experience — past year on No. 9 machine — would like to secure a day position in a New England city of thirty or forty thousand. Married. Strictly temperate and reliable. Union.

Electrician Seeks Change.

(1715) Electrician with theoretical knowledge and a varied practical experience of sixteen years in the constructive department of that work would like to change present position to one with a larger concern, or would accept position as salesman of printing machinery, more or less electrical in character. Work for years has consisted of installation of printing machinery, and electrical drive for same, as well as design and installation of electrical lighting systems. Thorough experience in the purchasing of machinery and supplies, and being familiar with all lines of machinery, is considered a careful purchaser. Has had executive training. Thirty-four years of age.

Seeks Foremanship of Linotype Composition Department.

(1716) Man of eighteen years' experience in composing-rooms — twelve years on hand composition and six as linotype operator and machinist — would like position as foreman or foreman-machinist in linotype composition shop or linotype department of regular printing-office. References furnished.

Seeks Foremanship.

(1717) Printer of executive ability would like position as foreman of printing-plant, and would take care of linotypes in connection with his regular duties. Can produce the highest class of job and catalogue composition, and is also a competent linotype machinist. Is accustomed to the management of twenty men, giving final O. K., and systematizing the department. Best of references.

Seeks Foremanship in Medium-sized Office.

(1718) All-around printer, twenty-six years of age, would like position as foreman in a medium-sized office. Can take full charge and will go anywhere, and prefers a small town of about twenty thousand population or larger. Nonunion. Married.

Seeks Location in Toronto.

(1719) Man of forty years of age who served his apprenticeship in England and came to this country three years ago, would like a position as foreman or assistant foreman in Toronto. At present assistant foreman for a concern with which he has been connected since coming to the States, having under his charge thirty to forty men.

Magazine Ad. Compositor.

(1720) Compositor of nineteen years' experience, at present with the largest magazine house in Ohio where he has not lost an hour from work for the past three years, would like a position paying more than $21. Will bear closest investigation as to work, sobriety and faithfulness to duty. Married. Union.

Seeks Position in Advertising End of Printing Business.

(1721) Young man with eleven years' experience in the printing business would like a position in the advertising business, paying at least $25 weekly. Just completed I. C. S. complete advertising course with an average of ninety-seven per cent. Has always made a close study of advertising and is able to prepare effective advertising matter of all kinds.

Seeks Position as Assistant to Business Manager or Advertising Manager in California.

(1722) Practical printer, ten years' experience, intends locating near Pasadena, California, and would like a position in Southern California as business manager or advertising manager on a newspaper.

Superintendent Seeks Change.

(1723) A high-grade man, now employed as superintendent of one of the better printing-plants in the central West, desires to make a change. Thirty-nine years of age, thoroughly practical, good executive and an accurate estimator.

Cylinder and Platen Pressman.

(1724) Cylinder and platen pressman, nine years' experience on circular, catalogue and book work, would like to locate in town of eight or ten thousand. Union.

Commercial Photographer Seeks Position.

(1725) Commercial photographer, twenty years' experience, would take full charge of a commercial studio. Can do everything in the line of commercial photography.

Machinist-Operator Seeks Opening.

(1726) Machinist-operator having several years' experience would like to secure a situation in West or middle West. With present employer two years, but wishes to locate in a smaller town in the West. Union.

Seeks Superintendency of a Printing-Plant.

(1727) Pressroom foreman of over sixteen years' experience would like position as superintendent of a printing-plant, or cylinder-press erector and demonstrator, or as salesman in the printing-machinery line. Has been working in pressrooms for twenty-five years. Also has a thorough knowledge of catalogue and publication binding, as well as die-cutting and embossing. Highest-class references.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Punctuation of Display.

O. F. L., Coala, Florida, writes: "Please advise me whether the period should be used or not at the end of the second line of the enclosed job. The proofreader's ruling was that a line with a comma in it should have a period at the end. I think that the punctuation should be left off the ends of lines where possible."

Answer.— This refers to a letter-head consisting of two cross-lines and seven names of officers in seven lines at the left below, the second main line being the names of a city and a State. Four of the personal names are printed with a comma after the name and no point after the office. If the proofreader's rule were good for the one case, it should apply also in the others. When punctuation is omitted after any display line, it should not be used after any line, comma or no comma. If the writer of this answer could have his choice, all display would be punctuated just like straight text; but this is now seldom done, and the only use for a period at the end of a line is after an abbreviation.

O'Clock and A. M.

B. L., Albuquerque, New Mexico, writes: "In a cap. and lower-case line should a. m. and p. m. be up or down? In such a line should we have o'Clock, O'clock, or O'Clock? We have been using o'Clock in both display and news heads, taking the ground that in 'of the clock' of is a preposition of only two letters and accordingly should be down whether spelled in full or compounded and apostrophized, and that clock, being a noun, should be up. However, there seems to be some division of opinion, and we have been criticized particularly on the a. m. in lower-case in a display advertisement."

Answer.— There is much division of opinion in both cases, and nowhere can any authoritative choice be found. People have varied in practice from the beginning, and probably always will vary. Some prefer A. M. and P. M., some A. M. and P. M., and some a. m. and p. m. in ordinary text, but in display type of course the choice is simply between caps. and lower-case. Nothing is to be found in books that shows anything stronger than a personal preference. My personal preference is capitals always. De Vinne's personal preference is lower-case, with some tolerance for small capitals, but he practically rejects capitals. John Wilson admits the correctness of either lower-case or small capitals, but objects to capitals. De Vinne says of abbreviations of titles and those of anno Domine, before Christ, etc., that "for this purpose small capitals closely set are preferred." Many prefer to use a space, whatever the type chosen may be. I am among those who prefer the space, and would always use capitals. The Century Dictionary enters A. M. and P. M. thus, and says in parenthesis of the use here considered, "also written A. M., P. M., and a. m., p. m.," with the space. The Webster's New International Dictionary gives two forms, not mentioning small capitals. The Standard Dictionary gives them in capitals, and mentions no other form. In general practice at present the lower-case form seems to be much the commonest. I do not know why this is so, and I do not know any reason why it should be so. Still less do I know any reason for using capitals in a display line and lower-case elsewhere.

As to o'clock I can find nothing in books that answers the particular question that is asked. The reasoning stated in the letter seems to be sound, and the form chosen in accordance with it seems best. The nearest approach to the subject that I find in a book is this, by Mr. De Vinne: "Do not capitalize O'Clock in any lower-case text that seems to call for some form of modified display; always make it o'clock." Fortunately, the term is very little used in headings, and the question of its form has very little importance.

Period and Apostrophe.

A. D. S., Chicago, writes: "Please state whether it is good style to avoid the unsightly union of period and apostrophe in such cases as 'Starr Bros' reputation,' 'Starr & Co's trade-mark.' Please give your opinion also on the following: 'Get it at your druggist's,' 'At all druggists' or direct by mail,' 'At all druggists.'"

Answer.— I consider omission of the period in the first cases or of the apostrophe in the others an absolute error, just as bad as drugist would be. Moreover, I can't find anything like reason in such positive expression as to unsightly union. To me the union of the two marks is not unsightly in Bros.' and Co.'s. It is rather beautiful, because of its fulness of expression. The period tells beyond doubt that the form is an abbreviation, and the apostrophe is equally unequivocal as a sign of the possessive. By writing both marks we anticipate possible doubt arising from lack of perspicacity by giving the expression with indubitable perspicuity. Such a slight deviation from the demand of hypercritical estheticism should not be allowed to interfere with clear fulness of expression. It is not good style to avoid the union, notwithstanding the fact that Theodore L. De Vinne recommends it.

AN UNLEARNED MAN IN A LEARNED PROFESSION.

"When a compositor was summoned at Greenwich for failing to send his child to school, Mr. Symmons, the magistrate, remarked that he was a member of a *learned* profession and ought to appreciate the advantages of education." — *Printers' Register.*

This magistrate evidently knows more about our occupation than many of those who earn a livelihood by it.

NEWSPAPER WORK

BY O. F. BYXBEE.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to O. F. Byxbee, 4727 Malden street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

Ad.-setting Contest No. 36.

When copy for this department of THE INLAND PRINTER was being prepared Ad.-setting Contest No. 36 was drawing to a close, and the indications were that it would be one of the most successful in point of numbers yet conducted. As soon as possible after the close of the contest the ads. submitted will be numbered and made up into sets, and one of these sets mailed to each contestant. If any contestant fails to receive his set by October 10 he should write at once and a duplicate set will be sent.

Another Special Feature that Increased Advertising.

Harvey C. Kendall, manager of the Fremont (Neb.) *Herald*, successfully worked another plan for increasing advertising patronage during the summer months. He used a double page in the center of the paper, heading it "How to Keep Cool During the Hot Days of August," and sold the space in various sizes to eighteen advertisers. Among the articles advertised were electric fans, gas stoves, refrigerators, porch and lawn swings, window screens, mineral waters, summer suits, light-weight underwear, etc. The two pages were sold for each issue in the month of August.

Six-column First-page Arrangement.

Two six-column first pages are shown herewith. That of the Lodi (Cal.) *Sentinel* is well balanced and affords an opportunity to feature several news articles. The two large heads, side by side in the lower part of the page, is the only feature which might be criticized. If these had been smaller it would not have been so bad, or another double-column head might have been used to advantage. The other first page, that of the Portland (Tex.) *Herald*, which is one of the MacGugin Syndicate papers, is bright, clean-cut and attractive. A double-column box head, "Social and Personal," near the bottom of the page would have been better. A six-column page is more difficult to balance than a seven-column page, as the placing of display heads in alternate columns does not work out right, and the best way to overcome this difficulty is to run a


THE LODI SENTINEL
Weekly Edition


The Portland Herald

Two six-column first-page arrangements.

double-column head in the middle of the page, or utilize the tops of these two columns for a cartoon or other illustration. Sometimes a double-column head is placed in either the first two or last two columns, but this throws the page out of balance and consequently is not advisable.



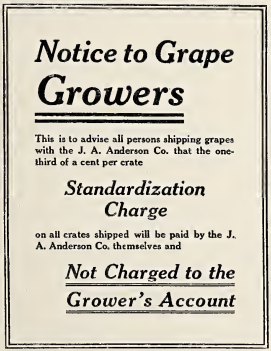
Lansing Daily Republican.

NUMBER 1. LANSING, MICH., TUESDAY EVENING, JULY 30, 1872. 1 CENT.

DAILY REPUBLICAN

TELEGRAPHIC NEWS

First page of the *Lansing Daily Republican* of July 30, 1872.



Notice to Grape Growers

This is to advise all persons shipping grapes with the J. A. Anderson Co. that the one-third of a cent per crate

Standardization Charge

on all crates shipped will be paid by the J. A. Anderson Co. themselves and

Not Charged to the Grower's Account

No. 1.— Showing how a small piece of copy was well handled.

Lansing Republican of Forty-one Years Ago.

Lansing, Michigan, had a week of "Home Coming" in September, and the *State Journal* printed a reproduction of the Lansing *Republican* of July 30, 1872, the first daily paper ever published in that city. The first page is shown herewith; on the second page was the National Republican ticket, headed by Ulysses S. Grant for president. The *State Journal* is the successor of the *Republican*, the latter having been merged with the *Journal* about two years ago.

Criticism of Ad. Display.

Ads. sent for criticism come in more rapidly than it is possible to find space to reproduce them and publish comments in sufficient detail to be of real value to the composi-



McGrattan-Millsaps Co.
Corset Department

We are pleased to announce to you that Miss Galvan has arrived and will be pleased to give you a personal fitting with the famous

MODART CORSETS
"THE IMPROVED FRONT LACED"

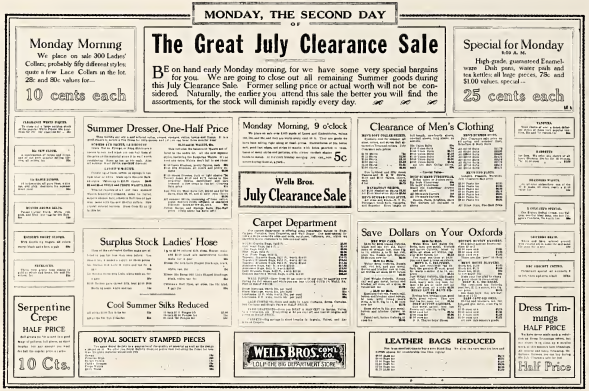
She will illustrate the corset from both a health and style standpoint

McGrattan-Millsaps Co.
817-819 Ohio

No. 2.— Good taste in the selection of type and border to harmonize with the illustration.

tors who send them and to readers of THE INLAND PRINTER in general. Nearly all the ads. shown this month were received during July and August. It is pleasing to note that all ads. are now sent folded instead of rolled, as this makes examination and comparison possible. W. W. Dickerson, of the Greensboro (N. C.) *News*, sends a good full-page ad. "Fall and Winter Suitings" should have been brought out more prominently, either all caps. or at least capitalizing the words. This was all the more important, as the ad. appeared in July, and it was necessary to attract the attention of the reader to its being in advance of the season. From among four neat ads. sent by Theodore T. Moore, of the Lodi (Cal.) *Sentinel*, one is selected for

reproduction (No. 1) as it shows how a small piece of copy was well handled. Many compositors would have displayed the caption and set the rest all in the same size type, but Mr. Moore has brought out nicely the phrase which will appeal to the grape-grower, "Standardization charge not charged to the grower's account." It will also be noticed that white space is used judiciously, and the ad. is well balanced. It is a great temptation to reproduce several of the ads. sent each month by Oscar T. Vinson and Douglas C. Walker, of the Wichita Falls (Tex.) *Times*, as there are always some exceptionally good arrangements. No. 2 is one of Mr. Vinson's ads. and shows good taste in the selection of type and border to harmonize with the illustration, the trade-mark and the character of the copy. No. 3 is a full-page ad. of Mr. Walker's. This is reproduced because trotyped signature, both in the width of body, and the size and character of display and border. Nos. 6 and 7 are examples of Mr. Grabmeyer's strongly displayed small ads., the first being a double-column ad. and the latter single column. Two nicely arranged and neatly displayed full-page ads. come from J. T. Pinkston, Post, Texas. C. A. Merrill, of the *Franklin Journal*, Farmington, Maine, sends a number of good ads., among them No. 8. In this ad. the free-trial offer is brought out nicely in a separate panel, and "Try This Range at Our Risk" is emphasized so strongly that it can not be overlooked. Another large package of ads. comes from Alfred Steinman, advertising manager of the Modesto (Cal.) *Herald*. These ads. were all planned and written by Mr. Steinman and set by E. F. Hammell. In several Mr. Steinman has written too much



No. 4.— One of three ads. set from practically the same copy.

it is not quite up to his usual standard and in order to point out where it could be improved. There was no good reason for crowding the two date-lines so close together, and the body of the ad. would have been improved if the gothic italic had been used for a portion of the display. Most of the large figures are meaningless, because the articles to be sold at these prices are not displayed. The Lake City (Minn.) *Graphic-Republican* sends a six-column ad., made up of panels of various sizes, which is nicely arranged, the only criticism being that the principal headings in the panels were not quite prominent enough. Reproduction No. 4 is one of three ads. set from practically the same copy. It is unfortunate that all three can not be shown as all were good; but this one, which appeared in the Coffeyville (Kan.) *Sun*, has a shade the best of the others on the neatness of its display. The variation in the size of the panels, and particularly in the rules surrounding them, adds much to its attractiveness. I. A. Grabmeyer, of the Bay City (Mich.) *Times*, whose work has received favorable comment in the past, sends two packages of ads. containing over a hundred specimens of his work. No. 5 shows a four-column ad. built to fit the electmatter, and Mr. Hammell has set it with too little contrast, but the others are very creditable. Among the best ads. are those of Plato, and two of the smaller ones are reproduced (Nos. 9, 10). Mr. Steinman has been complimented in this department many times on his striking ad. composition, and these are set more in line with his former style.

Newspaper Criticisms.

The following papers were received, together with requests for criticism, and brief suggestions are made for their improvement:

Harvard (Ill.) *Herald*.—An exceptionally neat paper in every particular — no criticisms are necessary.

Washington Standard, Olympia, Washington.—An exceptionally well-printed paper, filled with news, and with ads. nicely displayed.

Beeville (Tex.) *Bee*.— Exceptionally good ads. and presswork. The panel in the center of the first page is good; smaller heads at the tops of the second and fifth columns would be better.

Wichita Falls (Tex.) *Times*.—A paper with a strong first page but very little reading matter elsewhere. There are twelve seven-column pages, a total of eighty-four columns, sixty-nine of which are advertising. Perhaps an increase in advertising rates would adjust matters so that subscribers would get more for their money and revenues would

be equal or better than at present. The paper is nicely printed and ads. are excellent.

Sullivan County Review, Roscoe, New York.—A few display heads like those in the plate matter would improve your first page and make



No. 3.— Full-page ad. by Douglas C. Walker, *Times*, Wichita Falls, Texas.

the paper more harmonious. You have a bright, newsy paper, but it needs a new dress and better presswork.

Shelbyville (Ill.) *Union*.—Another paper which is creditable in every way. It has a six-column page and neat display heads are usually run at the tops of the first, third and sixth columns on the first page, with others about half way down in the second and fifth columns.



No. 5.— Four-column ad, built to fit electrotyped signature.

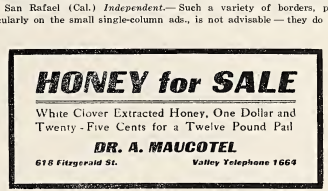
Plymouth (Ind.) *Republican*.— If your paper was clearly printed it would be commendable from nearly every standpoint. It has a nicely arranged first page and is filled with news. It would be better if the plate matter could be run separately as it does not match the type.

Polk County Observer, Dallas, Oregon.— The *Observer* is exceptionally well printed and is to be commended for the attractive manner in which it handles the news. The first-page arrangement is good, but a smaller head at the top of the fifth column in the issue of June 24 would have been better.

Denison (Iowa) *Review*.— In both the issues submitted there is an uneven distribution of ink. This is unfortunate as in nearly all other points the *Review* is very creditable. The two display heads side by side on the first page is not good arrangement, and it is too bad that so much of this page must be given up to advertising.

Gildford (Mont.) *News Tribune*.— You are certainly publishing a very creditable paper for a town of only 150 people; you have a good showing of both news and advertising. From an examination of the papers you sent me, I believe you will get better results from the Washington press by using a little less ink and a little more impression.

San Rafael (Cal.) *Independent*.— Such a variety of borders, particularly on the small single-column ads., is not advisable — they do not



No. 6.

increase the value of the individual ads. and detract from the otherwise neat typographical appearance of the paper. A larger single-column display head in the fourth column of the first page would be an improvement.

Jeffersonville (Ind.) *Reflector*.— Daily and weekly editions of the *Reflector* are published by the inmates of the Indiana Reformatory,



No. 7.

Nos. 6 and 7.— Two strongly displayed small ads. by I. A. Grabmeyer, *Times*, Bay City, Michigan.

under the direction of Charles D. Reeder, instructor in the printing department. The papers are very carefully made up and nicely printed, the first-page arrangements of the weekly, a six-column paper, being particularly good. There is no advertising.

Swift County Monitor, Benson, Minnesota.— You would find it much easier to write your display heads if a condensed letter was used for the first line. There is such a large amount of news and other matter in the home-print pages that you could afford to drop the ready-print, and cut out this expense. Even without the ready-print you have much more reading matter than the average weekly.

Pentieton (B. C.) *Herald*.— The make-up of your first page would have been improved if the double-column display head had been run at the top, and the panel underneath. The ornaments between the two display lines in the panel should have been omitted or run between the

heading and the reading matter. The make-up of the second page was very nice for the advertisers, but not very good from an artistic typographical point of view — the better plan would have been to run the reading matter at the left and the advertising at the right. Taken as a whole the *Herald* is a very nicely printed and attractive paper.

Rate Card for a Daily with 1,500 Circulation.

Jesse G. Curd, publisher of the *Choctaw Herald*, Hugo, Oklahoma, writes: "We have a daily with an average circulation of 1,500, but we do not have an adequate nor correct rate-card — in fact, no card at all. Can you send us one that would apply to our case or let us know where we could obtain one?" Mr. Curd does not state the size of his paper, but the card below is accurately graded and is designed for a six-column page:



No. 8.— By C. A. Merrill, *Franklin Journal*, Farmington, Maine.

	1 time	2 times	3 times	1 week	2 weeks	1 month	3 months	6 months	1 year
1 inch	$0.40	$0.70	$1.05	$1.95	$3.35	$6.10	$ 13.50	$ 22.00	$ 36.00
2 inches	.70	1.35	1.95	3.35	5.75	10.25	22.00	36.00	59.00
3 inches	1.05	1.95	2.70	4.55	7.70	13.50	30.00	49.00	80.00
4 inches	1.35	2.45	3.35	5.75	9.60	16.75	36.00	59.00	97.00
5 inches	1.70	2.95	3.95	6.75	11.25	19.50	43.00	70.00	115.00
6 inches	1.95	3.35	4.55	7.70	12.75	22.00	49.00	80.00	130.00
8 inches	2.45	4.15	5.75	9.60	16.00	27.00	59.00	97.00	160.00
10 inches	2.95	4.95	6.75	11.25	18.50	32.00	70.00	115.00	190.00
20 inches	4.95	8.35	11.25	18.50	30.50	53.00	115.00	190.00	310.00

Open-space contracts:

50 inches and less than 100 inches	$0.20
100 inches and less than 250 inches	.16
250 inches and less than 500 inches	.13
500 inches and less than 1,000 inches	.10
1,000 inches and over	.08½

RELATIONS OF THE PRESS TO THE RAILWAYS.

Speaking on the subject "The Relations of the Press to the Railways and the Value of Their Coöperation in Community Development," before a recent meeting of the North Carolina Press Association, W. W. Finley, president of the Southern Railway, said in part:

The subject assigned to me by your president is one on which I am very glad to speak, for I am convinced that the press and the railways, working in harmony and coöperation, can be among the most effective factors in community development.

There is a natural basis for coöperation between the press and the railways. Their interests in community development are substantially identical. Both are interested in attracting additional population to the community and in a higher average level of general prosperity, for increased population and greater prosperity bring to the newspapers increased circulation and additional advertising patronage and to the railways an increased volume of traffic. The interests of a newspaper in the community in which it is published and of a railway in all of the communities along its lines are more vital than those of some other business enterprises. A factory may have its principal markets in other localities. The interests of the newspaper and of the railway are, on the contrary, intensely local. Every member of the community is a prospective subscriber or advertiser for the newspaper and a prospective traveler or shipper on the railway. It is logical, therefore, from the strictly business viewpoint, that the press and the railways, each in their special field, should work for community development and that there should at all times be the closest coöperation between them.



No. 9.



No. 10.

Nos. 9 and 10.— Two small ads. from the *Herald*, Modesto, California.

MEETINGS

Convention of the International Association of Electrotypers.

Taking advantage of the opportunity afforded by the convention of the United Typothetæ of America being held at New Orleans, the International Association of Electrotypers will hold its annual convention at the Grunewald Hotel, in the same city and on the same dates — October 21 to 23. Arrangements are being made to hold sessions so that electrotypers who are also printers can attend the meetings of both bodies.

This convention will mean a great deal to the electrotyping industry in this country. Through the efforts of the organization, the wheels of which were set in motion a year ago at Chicago, the past year has been a history-making one for the business. A foundation has been made upon which a most beneficial organization can be built. But in order to perfect an organization in which all will be able to take pride, the united efforts of every electrotyper in the country will be required. Every electrotyper interested in the work of improving conditions in the trade owes it to himself and to his fellow tradesmen to make an effort to attend this convention.

Arrangements have been made in many cities to unite with the members of the local Typothetæ and make the trip to New Orleans together in special trains. Secretary Paul J. Wilhelm, 64 South Division street, Buffalo, New York, will gladly send complete information to any one requesting it.

The New Orleans Convention and Cost Congress.

What promises to be the largest and most important gathering of master printers in the history of the industry will be in session in New Orleans, Louisiana, from the 21st to the 23d of October, the occasion being the twenty-seventh annual convention of the United Typothetæ of America, and also the Fifth International Cost Congress. Being the first convention under the name United Typothetæ and Franklin Clubs of America, adopted upon the amalgamation of the two national organizations, should give additional interest and importance, and also help in swelling the attendance.

To enumerate the reasons why printers should attend this annual convention is an impossibility. For the program — its speakers and their topics — alone offer such a practical and applicable treatment of matters which the printer daily has to deal with single-handed, that he can ill afford to miss hearing the master minds of the craft. There will be ideas exemplified, teaching discrimination between profitable and unprofitable dealings; talks and discussions that will clearly relieve the mind of problems that constantly bother the printer in his individual business.

The printers failing to attend this convention and cost congress will miss more than they realize, for it will be a gathering of the greatest minds in the craft, unselfishly voicing their experiences for the benefit of their brother printers.

The New Orleans printers have appointed committees to arrange for the comfort, pleasure and convenience of those who come, and the stay in the southern metropolis will be more than pleasant. The many points of interest in and around New Orleans afford exceptional opportunity for sightseeing. The historic St. Charles Hotel will serve as headquarters, and this and other hotels offer ample accommodations for a big crowd.

On the afternoon of Monday, October 20, the day preceding the opening of the convention, there will be a meeting of the Executive Committee, and also a meeting of the Association of Secretaries, and at eight o'clock in the evening a smoker will be held.

The program which has been prepared and which is subject to a few minor changes follows:

Tuesday morning, 9:30 o'clock: Opening of the convention: Invocation by His Grace James H. Blenk, Archbishop of New Orleans; Greetings from the City of New Orleans, Hon. Martin Behrman, mayor of New Orleans; Address of Welcome on behalf of the New Orleans printers, Hon. John Dymond; Response, A. M. Glossbrenner, president United Typothetæ of America; Appointment of committees; Presentation of banner.

Tuesday afternoon, 2:00 o'clock: Reports of officers; "Organization and Coöperation," C. D. Traphagen; "Publicity," E. St. Elmo Lewis; "Process Plates," Gus Zeese; Committee reports. Four o'clock: Meeting of open-shop division.

Wednesday morning, 9:30 o'clock — Business administration day, Fifth International Cost Congress: Report of the chairman of the cost commission; a demonstration of cost and accounting systems, to be followed by general discussion; "Salesmanship," Ben F. Corday; "Scientific Management," Henry P. Kendall; "Service," Earl R. Britt.

Wednesday afternoon, 2:00 o'clock: "Advantages of Membership in the United Typothetæ of America," B. F. Scribner; "Efficiency of the Printer in the Shop," M. L. Bath; "Efficiency of the Printer in the Office," O. H. Pollard; "Trade Schools," Isaac H. Blanchard; Resolutions presented by the cost commission.

Thursday morning, 9:30 o'clock: Executive session; Report of the Resolutions Committee. "The Printer," J. Clyde Oswald; invitations from cities for next convention; election of officers.



Henry Shepard George Sack,

Grandson of Henry O. Shepard, founder of The Henry O. Shepard Company and The Inland Printer.

R. LEE SHARPE—"THE HAPPY PRINTER."

Some months ago the newspapers described how a certain jurist slipped away from business cares and society and betook himself to making a living incognito as a farm hand. It was assumed that the judge was crazy, but in point of fact he was no more crazy than Coriolanus going back from the pomp and vanity of a military conqueror to the simple and healthful work of growing cabbages. Nature is a great healer and restorer and outdoors is wooed most successfully in old clothes and barefooted. Such at least is the philosophy of R. Lee Sharpe, printer, of Carrollton, Georgia, who neither gives up everything like the judge nor devotes his energies to cabbages. Sharpe turns his attention to cultivating the roses in the happy faces of the young people whom he has organized into yearly camping parties to "Camp Smiles," a retreat in the woods where everybody has a good time.

Two weeks in the woods, wearing old clothes and going barefooted. What a relief. The uniform for "Camp Smiles" is obligatory, but easy to procure. R. Lee Sharpe sustains the atmosphere of sunshine by as many devices as his fertile imagination can conjure up. He is a successful printer and a sprightly advertiser, making his business a pleasure and making pleasure his business. May his smiles increase. The several illustrations of the "Camp Smiles Crowd," shown in the pages following, will we are sure inspire other printers wherever suitably located to emulate Mr. Sharpe's "rose growing."



A PRINTER'S PLEASURES.

R. Lee Sharpe, of Carrollton, Georgia, with his "Camp Smiles" crowd testing the water to see if it is too soon to go camping.

NEW FEATURES OF 1914 PRINTING EXPOSITION.

Those who witnessed the National Printing and Advertising Exposition at the New Grand Central Palace in April, pronounced it a great success, but it has been announced by Harry Cochrane, the producer of this show, which will be held again in 1914, at the New Grand Central Palace, April 18 to 25, that the 1914 exposition will be wider in scope, and more of an actual graphic arts exhibit than was the 1913 show.

The new features of special interest will be: Competitive exhibits of printing, lithographing, advertising, and all other allied branches of the graphic arts. This feature has been determined upon not only as a logical supplement to the exhibits of machinery and materials, but as the strongest possible factor in stimulating nation-wide interest in this event. This graphic-arts exhibit will include photography, design, illustration, engraving, and all classes of printing and lithography. A large section of the exhibit space of the New Grand Central Palace will be reserved for these exhibits, and only a nominal charge will be made for the space and equipment required.

These competitive exhibits will be grouped under the following headings: Photography, design, illustration, colorwork, book-printing, catalogue-making, binding, lithographing, maps, steel-plate and photogravure work, advertising composition, and advertising novelty exhibits. These exhibits by the way, will consist of walled-in booths, 6 by 6 feet, which will be allotted at the rate of $70 each. In addition to the lighting of the building there will be a special drop light over each booth. Exhibits may be either as framed displays or attached directly to the backgrounds or side walls. Uniform signs, giving the name and address of each exhibitor, and the class of work, will also be provided by the management at its own expense.

A competent jury, including a representation of the

editors of the printing-trade press and of well-known authorities, will make the awards. This committee is as follows: Frank A. Parsons, president New York School of Fine and Applied Arts; Gerald B. Wadsworth, president Eastern Division Associated Advertising Clubs of America; J. Clyde Oswald, *The American Printer;* H. L. Johnson, *Graphic Arts;* William B. Prescott, THE INLAND PRINTER; Warren B. Hait, *The Master Printer;* C. F. Whitmarsh, *Printing Art;* Charles G. McCoy, *Printing Trade News;* Charles Paulus, secretary Typothetæ of New York and Printers' Board of Trade.

The paper section of this exhibit is another feature that is being developed, and an advisory committee has been chosen which comprises some of the most representative men in the paper trade. This committee consists of Charles Drury Jacobs (chairman), C. W. Dearden, advertising manager Strathmore Paper Company; J. Albert Briggs, The Paper House of New England; D. E. Paris, Hampshire Paper Company; Fritz Lindenmeyr, Henry Lindenmeyr & Sons; Maxwell Howard, Aetna Paper Company; George E. Greene, secretary, Niagara Paper Company; C. A. Hubbard, Bryant Paper Company; T. N. Fairbanks, vice-president, Japan Paper Company; H. C. Nebling, Louis De Jonge & Co.; John Andrew, Stone & Andrew; P. W. Gridley, Crocker & McElwain; S. Robert Hart, United States Envelope Company.



A PRINTER'S PLEASURES.

Some of the Wood Nymphs that belong to R. Lee Sharpe's "Camp Smiles" crowd. Mr. Sharpe has three children and the young lady on the left is his oldest daughter. Mr. Sharpe modestly holds the center of the stage — at the back.

IS IT POSSIBLE?

The jail towel appears to be even more rigid than the composing-room towel. According to the Waterloo (Iowa) *Courier*, the turnkey of the county jail in Peoria was "knocked in the head with a roller towel."

A COST SYSTEM IN A COUNTRY OFFICE.*

BY C. L. HOBART.

THE gentleman who has preceded me on this program has covered the subject so well there is little left for me except to give some of my observations as a cost crank, which I have been for the past five years. I have a cost system in my office and it is eminently superior to the hit-or-miss-guesstimating policy we had been following to our detriment for so long. It tells me this for one thing: On every job that leaves my office I know how much money I have — lost. For I disagree with ninety-five per cent of the printers on the meaning of making money. No printer is making money until he is like the banker — includes depreciation, interest on investment, *all* the maintenance items, including a nice, fat, short-hour salary for the boss, before declaring the dividend.

It is my opinion, after going over the cost-system investigations, that an hour's composition under normal conditions, all elements considered, is the same in the one-man shop in the country as in the big shop in the city. There are advantages in the one which are offset by disadvantages in the other. If I should hazard an opinion, I would say the city man can produce more cheaply than the man in the country. W. J. Hartman, president of the National Ben Franklin Club, in a recent letter, gives these hour-costs of the Chicago shops using the Ben Franklin cost system: Hand composition, $1.30; platen presses, 75 cents;

* An address delivered before the Missouri Press Association at Pertle Springs, Missouri, by C. L. Hobart, of the Holden *Progress*.

pony cylinders, $1.30; cylinders, $1.60. He also gives the following percentages of non-productive time: Hand composition, 45; platens, 50; cylinders, 45. If you doubt these figures do a little investigating yourself. If you do not want to take the advice of my predecessor and install the Standard system, try this: Make a schedule of *all* the year's expenses, plus interest on investment, twelve per cent depreciation, and the proper salary for yourself; this will give the cost of every hour the shop is in operation — in other words, the cost of the hours you buy. Furnish each employee — that is, every producing worker, with a time-sheet of two columns; in one make a record of all the time for composition, lock-up, make-ready and press-running; these are the hours which are sold. In the other column, record the time for distribution, etc.— all the items of non-productive time, or as it is called, non-chargeable time, because it can not be charged directly to the job. At the end of a certain period, say three months, you will find that whereas you have been buying nine hours you have been able to sell little more than half that many. I meet a universal objection to this: The employees will not keep the records, or they will manipulate them, such as noting distribution to conceal "soldiering." There is but one answer to this: The cost system is the most vital thing in the printing business to-day, involving its very life, and the employee who won't give his conscientious assistance to the operation of the system is disloyal. Nay, more, he is dishonest, for the printer who refuses to keep a cost-system blank would refuse to take an O. K.'d form off the press to replace a battered letter, and the one who would falsify such a record would as quickly steal from the till. A man with a cost system knows where he is at. He knows his unprofitable work. The really successful dairyman has a sort of cost system; he keeps a record of his cows as to feed and flow, and when a cow is found to be a "boarder" she is sold to the butcher. When the printer is told by his cost system that a line of work is unprofitable, he either raises the price or lets it go to his neighbor who is too wise to learn. I referred to the dairyman's cost system. There are others. I was surprised to learn not long ago that the millers are talking cost. Even they have among their number fellows who say the cost of a barrel of flour is the wheat, the labor, and a guess at the rest of the expense. Now the millers are trying to perfect a system which will scientifically distribute the overhead. One of them went to the president of the Kansas City Typothetæ just a few days ago for assistance in the way of basic principles. I am very proud of the fact that our system is so well founded that our flourmaking friend, although in a different line of manufacture, got some valuable assistance. The millers are having the same experience we had — a cost system showed them a barrel of flour cost much more than they had "guessed."



A PRINTER'S PLEASURES.

R. Lee Sharpe and his party scouting in the woods, "finding gold in the sunbeams and building health." Mr. Sharpe has retired to the background and is sitting down, bareheaded and barefooted.

Nothing can be done toward installing cost systems in country offices until two words are eradicated: "'Tain't" and "can't." Until a printer quits saying, "'Tain't the way I've always done it," and "can't be done in my place," he will remain in the rut. The country newspaper business must be put on a scientific basis — which is nothing more than plain common sense — or it will go. Ignorance, inefficiency and dishonesty are being gradually eliminated from our industrial life, and printing can be no exception. Until printing prices become more uniform, we will suffer. Did you ever consider the inequalities of our business? In the

average town in Missouri the cost of building a house is practically the same, but the cost of printing may vary one hundred per cent, and advertising sometimes four hundred. I know of a paper of one thousand circulation which gets 15 cents an inch, while a short distance away is a better paper with three thousand five hundred circulation, at 12 cents an inch. Both of them have money — that is, they find it in the bank at the end of the month. The 15-cents-an-inch man may be making money — real money, I mean — but the other I know is not, at least not out of his paper.

The cost question can not be discussed without touching the moral side. An article costs so much, and the economists tell us so much in labor of varying values. The man who sells the article for more than it cost (plus an honor-



A PRINTER'S PLEASURES.

"Marching to the music of the birds," on their way to "Camp Smiles." R. Lee Sharpe, of Carrollton, Georgia, holds the sign up to the camera and hides his feet in the gurgling stream.

able profit) robs his customer. The man who sells it for less, robs himself. But his thievery does not stop there; he robs society the amount of his decreased efficiency (for every loss must be met), and his neighbor who may be compelled to accept that price, because such a standard was set in the market. If $2 is correct for five hundred statements, $2.50 is robbery for the customer, $1.50 is robbery for the printer; and the latter suffers in either instance. Recently I met a publisher who is making money. I think it is because of exceptional conditions, but nevertheless the shop is showing a fair profit. To my appeal to install a cost system, the reply was made: "Don't need to — making money without it." That publisher knew what an hour's composition cost, but had not the slightest idea how many productive hours the printers were returning. Harmonize that, if you can. If that publisher (who can afford it, if I may use the expression) will install a cost system, he will not only protect himself against all contingencies, but he will make it easier for his less fortunate brother. But that is a moral proposition, being "my brother's keeper." Here is another angle. Ever since Sam Jordan was hired as "county man" of Pettis County, we have encountered this many times: Many farmers have been quoted to this effect: "Can't no dude from the agricultural college tell me nothin' 'bout farmin'; farmed before he was born and know all about it." Such farmers I have since learned from my exchanges are narrow-minded, non-progressive and all-around bad citizens. But I have heard this many times: "No highbrow from Kansas City or the county-seat can tell me anything about printing or running my shop, for I know all about it." Those farmers were bad citizens, but the printers — well, you say it. Here is another: One of the best publishers in this State (he is one of the best men, personally, in my acquaintance) was quoted as follows recently: "We *try* to figure every overhead charge in every job on which we estimate." There is an implication in that word "try" that makes me gnash my teeth. I dare say there is in his town at least one dignified gentleman who will devote an hour or so to the removal of one's table of contents — appendix, I mean — and charge a small matter of one hundred and fifty plunks. Doubtless there is another gentleman of perhaps not so mild mien who will, after you have burned your neighbor's house or forged his check, spend a few hours in intricate questions and polysyllabic pyrotechnics, and then say "one hundred will be about right." You may have to go to jail, too, but you will pay that hundred, just the same. Do you suppose either the doctor or lawyer is any better, morally or professionally, than the editor? I don't. If either the doctor or lawyer let any overhead item escape, I have no microscope to

locate it. Why isn't the editor entitled to the same consideration in the matter of price? Oh, you say, and I agree with you, the doctor didn't charge the $150 for the hour's work, but for the "know-how." Well, the editor has a "know-how," and it is high time he was getting paid for it just what it is worth.

The basis of the cost system is what our worthy corresponding secretary is making such a magnificent fight for — dignity. Make the world recognize your worth and pay you accordingly. Pardon me for saying this again, but it has come to me through a maze of bitter experiences. Owen Meredith says: "The world is a nettle; touch it, it stings; grasp it firmly, it stings not." And the paraphrase is this: Your rating in the market is based on the price you place upon yourself; the lower you price yourself, the more you will be hammered down.

TRADE-PRESS MEN SHOW 'EM HOW TO RUN CONVENTION.

On September 18 to 20, the Hotel Astor, New York, housed a gathering that gave the world lessons in how to conduct a convention. The occasion was the eighth annual convention of the Federation of Trade Press Associations of the United States, and the manager of the smooth-running, everything-on-time affair was the chairman of the Committee of Arrangements of the New York association — William H. Ukers, of the *Tea and Coffee Trade Journal*. There were six hundred in attendance and more than sixty numbers besides a banquet and routine business, and the whole program exceeded the time limit set by the able Mr. Ukers and his capable colleagues by about two hours. That occurred in the last session. A red light was flashed on the speakers and none had the hardihood to spill his enthusiasm after the signal to quit in one minute was given.

The speakers ranged all the way from the veteran B. B. Herbert, who is an "of course" at such meetings, to professors from Harvard and other universities.

"Business Promotion through Trade Press Efficiency" was the official slogan. The papers read were of exceptional quality, and led to the adoption of the following declaration of principles:

The Federation of Trade Press Associations in the United States in eighth annual convention assembled at the Hotel Astor, New York, September 19, 1913, makes the following declaration of principles:

1. We believe the basic principle on which every trade-paper should build is *service* — service to readers and service to advertisers, in a way to promote the welfare of the general public.

2. We believe in *truth* as applied to the editorial, news and advertising columns.

3. We believe in the utmost frankness regarding circulation.

4. We believe the highest efficiency of the Business Press of America can be secured through *circulations of quality* rather than of quantity — that character, and not mere numbers, should be the criterion by which the value of a publication should be judged.

5. We believe in *coöperation* with all those movements in the advertising, printing, publishing and merchandising fields which make for business and social betterment.

6. We believe that the best interests of manufacturers, the Business Press and consumers can be advanced through a greater interchange of facts regarding merchandise and merchandising and to this end invite coöperation by manufacturers and consumers.

7. We believe that the logical medium to carry the message of the manufacturer directly to the distributor and the user is the Business Press.

8. We believe that while many advertising campaigns may profitably employ newspapers, magazines, outdoor display, etc., no well-rounded campaign seeking to interest the consumer or user is complete without the Business Press.

9. We believe in coöperating with all interests which are engaged in creative advertising work.

10. We believe that business papers can best serve their trades, industries or professions by being leaders of thought; by keeping their editorial columns independent of the counting-room, unbiased and unafraid; by keeping their news columns free from paid reading notices and puffery of all kinds; by refusing to print any advertisement which is misleading or which does not measure up to the highest standards of business integrity.

The convention went on record as favoring a registration law intended to protect designs in laces, carpets, typefaces, and so on. President Nelson, of the American Type Founders Company, and Mr. S. M. Weatherly, formerly of the Keystone Type Foundry, were interested auditors during one session. The next place of meeting is to be designated by the executive committee of the federation, but it is expected that the meeting will go to Chicago, which has the largest local association. The officers for the ensuing year are:

President, F. D. Porter, *National Builder*, Chicago; vice-president, John Clyde Oswald, *American Printer*, New York; secretary-treasurer, E. E. Haight, *Motor Age*, Chicago.



Here planet speaks to planet
Through the light,
Revealing beauties,
Ravishing the sight.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Fine Business Opportunity.

There is a fine business opportunity for a progressive printer who can command ten thousand dollars cash. A well-established printing concern with modern equipment is for sale in the Middle West. Capable of doing any kind of catalogue or job work. Building and equipment are new. Rent low. Insurance low. Only printers who can make good aside from the money consideration need answer this. Address M. F. 1728, THE INLAND PRINTER.

Weekly Newspaper League of Allegheny County, Pennsylvania.

The weekly newspaper publishers of Allegheny County, Pennsylvania, recently held a meeting at Pittsburgh and organized under the name of the "Weekly Newspaper League of Allegheny County." The object of the league is to promote the welfare of the publishers, with special reference to the securing of remunerative advertising rates, which in most cases are entirely too low to leave a profit commensurate with the investment in the business. Only legitimate newspapers will be admitted to membership, the idea being to discourage fake advertising sheets and schemes. M. H. Gottschall was elected president, and John B. Knepper, secretary-treasurer. The league held a banquet at the press club in Pittsburgh on August 27, at which nearly all of the papers in the county were represented.

Simplex Labor Time Recorders.

One of the most important requisites of a cost system is accuracy — accuracy in obtaining and keeping records of the amount of time spent on the various operations as a job passes through the plant. Guesswork will not do and should not be permitted in any modern plant, for unless the exact time spent on each job is charged against that job it can not be billed out at the correct price, and the proprietor is unable to sift out the unprofitable work. In the old system of keeping track of time there is too great a tendency when the time appears to be piling up on one job to unload part of it onto some other job, thereby causing one customer to bear expense that rightfully belongs to another. The Simplex Time Recorder Company, of Gardner, Massachusetts, has developed a line of labor time recorders, among them being the signal button sheet model recorder for pay-roll systems, the Universal card recorder and the labor cost-keeper, which may be used either on a table or on the wall. It has also devised a job card, for use with these recorders, which can be varied to meet the requirements of the plant, and which records the exact time of commencing and finishing a job.

The cost of installing and operating a cost-finding system depends entirely upon how close to actual cost the proprietor desires to find. A mistake is often made by using an elaborate system, finding costs far beyond practical requirements, and adding too great a burden to the operating expense of the plant. The Simplex recorders are adapted for practical cost systems. The company will be pleased to send complete information regarding these recorders, and will also gladly furnish helpful suggestions regarding the finding of costs.

39767

Keystone Type Foundry Opens Branch in Kansas City.

Believing that with a house situated in Kansas City, Missouri, it would be better able to serve its many friends and to give the printers of the Great Southwest the service they require, the Keystone Type Foundry has opened a branch in Kansas City, located at the southeast corner of Baltimore avenue and Seventh street. Fred Cornell, one of the best-known printers' supply men in the Southwest, will be in charge of the new branch. The office and showroom in this new house of the Keystone Company is equipped throughout with steel — ceiling, shelving, desks, filing devices, etc.— making it modern in every sense of the word and further emphasizing the growing popularity of steel in outfitting all modern printing-plants. It is the only typefoundry office and salesroom in the United States completely equipped in steel. The Keystone Type Foundry manufactures and sells type and material that please printers everywhere, and are the originators of printers' steel equipment, an innovation for the good of the printer which has been accorded such a welcome that, though a comparatively infant industry, they have just been forced to build additional manufacturing space to their already large factory at Chester, Pennsylvania.

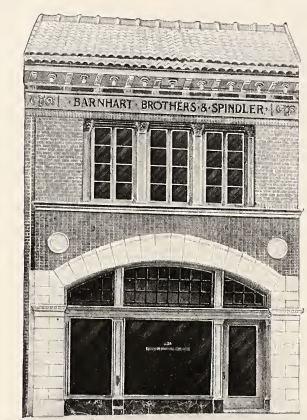
Chicago Printing Crafts Association in First Meeting of New Season.

After taking a vacation during the summer months, the Chicago Printing Crafts Association commenced its fall and winter season with a rousing meeting on Tuesday evening, September 16, in the Green Room of the Kuntz-Remmler restaurant.

The regular order of business was dispensed with, and the evening given over to the renewal of acquaintances and having a good time in general. A splendid musical program was furnished by the Oriental Male Quartet. Remarks were made by President Robrahn, the four originators of the club, and several members of the Board of Governors. The attendance was one of the largest in the history of the club, which greatly encouraged the officers, and the outlook for the coming year gives promise of a large increase in membership and discussions on various subjects of vital interest to all connected with the printing and allied industries.

Barnhart Brothers & Spindler's New Building.

The Washington, D. C., branch of Barnhart Brothers & Spindler has announced that it is now located in its new building at 1224 H street, Northwest. This building, which is shown in the illustration, was erected according to plans especially designed for a printers' supply house, and is of



New Home of Barnhart Brothers & Spindler, Washington, D. C., Branch.

great strength, being of steel and brick construction. It is well lighted and ventilated. It is situated in the new business section where the paper-houses and printers are fast locating.

The Modern Way of Starting a Newspaper.

The perfection of typecasting machines for printers has made possible a new order of things in the manner of starting a newspaper. Instead of poring over typefounders' specimen-books and endeavoring to anticipate the wants of advertisers in the way of type, it is now the fashion to make the first purchase a typecaster, and then when the first issue is ready for publication, the cases are full of type which can be converted into other faces at a moment's notice if necessity demands.

Two recent instances of this wise policy are the *Montreal Daily Mail*, Montreal, Canada, and the *Scranton (Pa.) News*, both of which started their composing-rooms with Thompson typecasters, and are equipping their ad.-rooms with supplies of type and spacing material such as would have been prohibitive if type were purchased.

Twenty-seven daily newspapers now use Thompson typecasters in their ad.-rooms, prominent among them being the New York *Herald*, New York *Journal*, Chicago *Daily News*, *Record-Herald* and *Inter Ocean*, San Francisco *Chronicle*, Cleveland *Press*, Louisville *Courier-Journal*, Philadelphia *Inquirer*, Indianapolis *Sun*, Minneapolis *Tribune*, Toronto *Telegram*, *Star* and *World*.

The fact that users of the Thompson typecaster have an unfailing supply of matrices has popularized this machine and increased its sales in newspaper offices. Besides their own libraries in New York, Chicago and San Francisco, all makes of matrices of other typecasting and composing machines may be used, and now over one thousand matrix faces are available for use in the Thompson typecaster.

The Mergenthaler Linotype Company is the selling agent for this typecaster, but orders can be sent direct to the Thompson Type Machine Company, 624-632 Sherman street, Chicago. Machines are installed on trial or rental basis.

A New Paper Company in Chicago.

The Duboc Paper Company is the name of a new Illinois corporation, located at 712 Federal street, Chicago. They announce that they are now open for business with a complete line of "fine papers for the printer," including books, covers, linens, ledgers, flats and bond papers, with accessories, all of which will be carried in stock at the above address. The offices and salesroom are located on the first floor and basement of the new Borland building, where the company will have all modern conveniences for the handling and storing of stock. The business will be in charge of Charles H. Duboc, who is well and favorably known to the trade throughout the country. He is an all-around practical printer, and was one of the first graduates of the

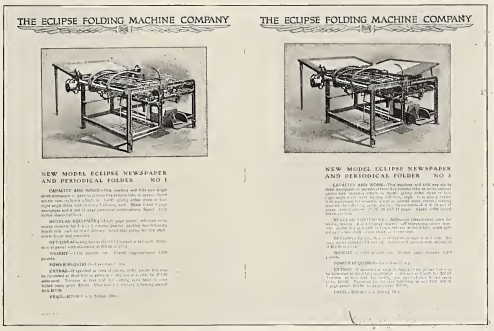


Charles H. Duboc.

Inland Printer Technical School. Mr. Duboc traveled as a salesman, first for the Thorne Typesetting Machine Company, then for the Unitype Typesetting Machine Company, and then for the Cincinnati branch of the American Type Founders Company. For the past five years he has been credit man for the Chicago branch of the American Type Founders Company, which position he resigned to embark in the wholesale paper business. Mr. Duboc's former connections have given him wide experience that should be of service to him in his new undertaking, and his friends believe he will meet with unusual success.

New Catalogue of Eclipse Folding Machines.

The accompanying illustration shows two pages from the attractive new catalogue which describes and illustrates the various models and the details of construction of the Eclipse newspaper and combination folding machines. It requires experience and knowledge of publishers' requirements to design a machine which would be perfect in every feature, and the company which has produced this machine embodies the experience of men who have made folding machines a life study, and who by years of contact with all types of folders are competent to recognize faults and suggest improvements. The new model Eclipse folding machines shown in this catalogue are the outcome of the policy maintained by the company for thirty years — to improve its principle of construction as conditions and experience warrant. They are the result



SHOWING TWO PAGES OF THE ECLIPSE FOLDING MACHINE COMPANY'S CATALOGUE.

also of careful inspection of former models in actual use, and investigation into conditions and the particular needs of publishers, suggesting, as only such a study will, many improvements and refinements tending to simplicity in operation and adjustment. Those interested in folding machines should write to The Eclipse Folding Machine Company, Sidney, Ohio, for a copy of this catalogue and other literature describing its complete line of folders.

New Catalogue of Intertype Machines.

A well written and neatly printed catalogue of the Intertype has been issued by the International Typesetting Machine Company. An introduction by Herman Ridder, president, discusses the principle that "competition is the life of trade," and sets forth the policies of the new company. In the detailed description of the machine, illustrations of many new parts and appliances are shown, all of them said to be improvements over the corresponding parts of other machines of this kind. The magazine and matrix-delivery belt of the Intertype are placed on a steep incline, which, together with being fitted with a new one-piece escapement having a direct action, it is claimed, increases the speed of the machine. The Intertype's universal mold and knife block are explained, as well as the assembler, vise jaw dial, ejector slide, second elevator guide post, channel entrances, etc. Altogether, the catalogue is one that will interest composing-machine owners, machinists and operators, and printers generally. It can be secured from the above company's offices in the World building, New York city.

A New Book on Linotype Display Advertising Figures.

The Mergenthaler Linotype Company, Tribune building, New York city, has recently issued a twenty-four-page booklet that contains, for its size, a vast amount of necessary information for the newspaper man — necessary because it informs him of indispensable needs. It relates principally to the broad use of display advertising figures in linotyped ad.-work. Almost all newspapers of any size set their ads. on the linotype. This practice is becoming more widespread every day. To meet the growing demand of the advertisers the linotype company has cut many special figures and characters that are being used to catch the reader's eye and to give special prominence to the announcement of the advertiser.

The style of display usually takes the form of making conspicuous the name of the article and the price, while the description thereof is more or less subdued. The old way to linotype such matter was to set the descriptive matter and leave white space on the slugs for the display words or figures. These were cut off and the type was inserted by hand.

This slow and out-of-date method is superseded by the use of overhanging advertising figures. Large figures as well as body are cast on linotype slugs. The matrices being assembled from the magazine in the usual manner. The display figures may be placed in any position in the descriptive matter. When the slug is cast the overhanging figure extends from the face of the slug in such a way that it overlaps and is supported by the next slug that is cast, which will have white space to correspond to the width of the figures.

To equip outstanding machines carrying the universal knife-block, it is only necessary to purchase matrices and the advertising figure mold. This mold can be used for ordinary composition on bodies up to and including twelve-

point, but not larger. Matrices larger than twenty-four-point can not be used for overhanging figurework, with the exception of a few twenty-eight-point head-letter faces.

In connection with display ad.-work, it is advisable to use an automatic sorts stacker, as it is an inexpensive device and broadens the use of the linotype for newspaper ad.-setting. The distribution of advertising and special characters is wholly automatic. Operators can best appreciate the advantages of this time-saving device. It is especially valuable because it makes possible the immediate use of any number of large figures and special characters, in addition to those in the keyboard. It can be applied to any linotype machine.

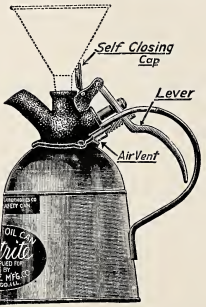
Newspapers featuring local and league games can give prominence to this item of news and publish the scores up to the minute of issue by using baseball figures and punches. A set of punches consists of nine figures from 1 to 0 (the same punch is used for 6 and 9), 11 figures from 10 to 20, and the characters R, A, I, N, and X — 25 in all.

Newspaper publishers should acquaint themselves with the up-to-date methods of setting display advertisements. Write to the Mergenthaler Linotype Company, Tribune building, New York, for an estimate in applying the new devices to your machine.

Justrite Safety Oil and Waste Cans.

All printers are too well acquainted with the difficulty of preventing waste and evaporation in the use of benzin and oil around the press and composing rooms. The necessity of using and storing these inflammable liquids is a great factor in increasing the rate of insurance on printing-plants, and any device that will lessen the risk and add to the protection, and also prevent the waste, should be welcomed by the man who is trying to reduce the cost of operating his plant.

formly. The valve is controlled by a triple-coated, copper-plated steel spring. The lever to open and close the valve is inside the handle and is operated by pressure of the fingers. Any funnel of the proper size to fit the opening can be used for filling the can, and as shown in the illustration, the funnel being placed in the opening holds the valve



The Justrite Safety Oil Can.

open until the can is full, and when withdrawn allows the cover to close automatically.

This company also manufactures the Justrite oily waste can, which is so designed that it can be opened with the foot and will close automatically, saving time and pre-



OUTING OF THE H. C. HANSEN TYPE FOUNDRY, BOSTON.

The accompanying illustration shows the Justrite safety oil can, manufactured by the Justrite Manufacturing Company, Clinton and Van Buren streets, Chicago, Illinois. It will readily be seen that this can will prove a great aid in eliminating the greater portion of the waste and preventing evaporation. The spout or nozzle of this can is made of heavy bronze casting, and is riveted to the top of the can to insure absolute safety. The valve seat is bored into the bronze casting, and the valve stem is made of brass with a soft metal point. The contact of the hard and soft metals insures a uniform, air-tight seat, which prevents evaporation and leakage. If gas be generated by excessive heat, the valve releases and allows free escape. The valve seat is located at the lower part of the nozzle and can not be damaged. An air-vent, operated in conjunction with the valve stem, which opens and closes automatically, allows the can to be filled and the liquid to pour rapidly and inventing the danger from blocking the cover open. All of these cans bear the official label of the laboratories of the National Board of Fire Underwriters. Descriptive literature will be sent upon application to the company at the address given.

H. C. Hansen Type Foundry Opens Sales Office in Chicago.

Printers in the West and the Middle West will be interested in the announcement recently sent out by the William Thomson Printers' Machinery Company, to the effect that arrangements have been completed whereby it will handle the sale in this territory of type, borders, rules, machinery, and all supplies furnished by the H. C. Hansen Type Foundry, of Boston, Massachusetts. An expert stock and order filler — a man having years of experience — has been sent from Boston, and with the organization of the William Thomson Printers' Machinery Company, which

includes men who thoroughly understand all requirements in connection with the wants of the printer, the trade is assured the highest class of service. A complete line of the Hansen type and all supplies furnished by the company will be carried in stock, which will insure shipment being made immediately upon receipt of order.

Celluloid Novelties for Printers.

Printers are often asked by customers to match some celluloid advertising novelty and are unable to do so because they lack the necessary experience in handling this material. There is no good reason why a printer should turn down any order for celluloid novelties, printed or otherwise, for he may be supplied with these articles by the pioneers in this line, the Parisian Novelty Company, of Chicago. This company carries a complete line of flat celluloid novelties that are artistically printed, as well as various other articles in celluloid that may be used for advertising or other commercial purposes. The engraving shows a few of their printed specimens. These are marvels of artistic printing, such that very few printers can handle, for it requires special knowledge to turn out satisfactory printing on celluloid. The Parisian Novelty Company will be pleased to correspond with printers who wish to cater to customers in celluloid novelties. It originates and produces many striking novelties and is alert to receive and hold the trade of any printer.



A Few Celluloid Novelties Printers Can Use to Good Advantage.

Thompson Typecaster on Exhibition at New Orleans.

The Thompson Typecaster, which has created great interest at recent conventions wherever it has been exhibited, will be in operation, under the supervision of John S. Thompson, its inventor, at the showrooms of the Mergenthaler Linotype Company in New Orleans during the convention of the United Typothetæ of America.

President of Andrews & Lewerth, Inc., and the Paper House of New England.

If there is any one man in the paper business who is a leader it is Daniel Lewerth. Young in years but old in experience, he has succeeded to his present position with a rapidity which has kept him constantly before both mill men and printers.

It is interesting to observe that The Paper House of New England was no sooner established than it was noticed that Daniel Lewerth was president of the new organization. To him the credit belongs for establishing the first paper-distributing house in the East handling trade-marked brands exclusively. Mr. Lewerth is a firm believer in advertised products, and his energetic efforts on the brands he has handled in New York have produced results which may explain the enthusiasm which the manufacturers are showing in The Paper House of New England.



Daniel Lewerth.

President Oswald Calls Meeting of National Council of the National Editorial Association.

John Clyde Oswald, president of the National Editorial Association, has called a meeting of the National Council, which body controls the affairs of the association, to be held in Chicago, Illinois, on Thursday, October 30, for the purpose of determining the place and time of the 1914 convention. Invitations have been received from a number of cities, but the choice will probably lie between Houston, Texas, and Richmond, Virginia. There are one hundred and seventy-nine members of the council, each being a representative of a state or sectional editorial or press association, and a large representation is desired at this meeting.

J. J. Vance with F. Wesel Manufacturing Company.

J. J. Vance, who recently resigned as manager of the Universal Typemaking Machine Company, is now connected with the Chicago office of the F. Wesel Manufacturing Company.

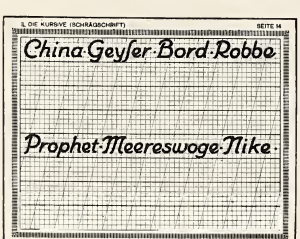
"Primary Education in Letters."

Those interested in letter construction and especially in written letters, will find much of value in a series of booklets by Heinrich Wieynk, entitled, "Primary Education in Letters." At present three numbers have been issued. The



Unique Cover-Design Used on the Series of Booklets Entitled "Primary Education in Letters."

booklets consist of diagrams for the construction of the letter forms, together with examples of alphabets which lend themselves readily to the writing of letters which is now so popular. The reproduction of the diagram shown

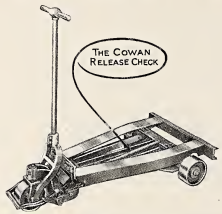


Showing Type of Lettering Plates Used in "Primary Education in Letters."

herewith will give an excellent idea of the manner in which the plates are gotten up, while the other reproduction shows the quaint design which characterizes the covers. The booklets are published by Ferd. Ashelm, Berlin.

Release Check for the Cowan Transveyor.

The Cowan Truck Company, of Holyoke, Massachusetts, has designed a release check for its transveyor which allows the operator to release the load entirely independent of the handle. The check lowers the heaviest loads without shock or jar and the transveyor can be operated with one less motion than was before possible. The operation of the Cowan transveyor has always been exceptionally simple — pulling down the handle elevates the load and automatically locks it in place, and to lower the load it is only necessary to hold the handle in the horizontal position, step on the foot-pedal and control the handle back to the vertical posi-



New Release Check for the Cowan Transveyor.

tion. The descent of the load was proportionately as rapid as the return of the handle to the vertical position. This last motion, however, has been eliminated by the new release check, and the operation of the transveyor has been further simplified. To raise the load the action is the same, but to unload it is only necessary to step on the foot-pedal — the handle is not used in any way, and the load is under control of the check at all points in descent — it comes to the floor without the least possibility of shock or jar.

The O'Donnell-Bromley Company Succeeds the Abbott Press.

J. J. O'Donnell, formerly of the Henneberry Company, and William R. Bromley, of The Henry O. Shepard Company, both well known in Chicago printing circles, have announced the purchase of the Abbott Press, 4539 to 4543 East Ravenswood Park. The business will be carried on under the name The O'Donnell-Bromley Company. THE INLAND PRINTER joins with the many friends of these two men in wishing them the best of success, and knows that with the reputations they have gained for honest, upright dealing they will command it.

Feldenfeld Chemical Company to Open Western Branch.

B. B. Feldenfeld, president and general manager of the Feldenfeld Chemical Company, 101 Beekman street, New York, was recently in Chicago looking over the field with a view to opening a branch office for handling the western trade. The Feldenfeld Company manufactures a line of specialties for use in the pressroom, and has perfected a bronze ink to be used without powder which it will place upon the market this fall.

P. G. Nuernberger with Cleveland Folding Machine Company.

P. G. Nuernberger, one of the inventors of the Nuernberger-Rettig typecaster, has severed his connection with the typecasting-machine field and is now selling Cleveland folders in Chicago and the adjacent territory.

THE MAIDEN WHEEZE.

Omaha, Feb. 10.— Elevator passengers in the Ware building have canned the call "second" when they are seeking the large dentists' offices on that floor. Instead they call painfully, "Two-th!" — *W. B.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. 52. OCTOBER, 1913. No. 1

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.
ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trexler. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

MAKE YOUR SPARE TIME PROFITABLE — I make from $30 to $50 per month working evenings only; any printer can do it — no special ability required; my book "A Gold Mine at Home" explaining the plan insures success; sent for $1. A. O. BRINSON, 184 3d st., Wyandotte, Mich.

ESTIMATE INK CORRECTLY — Send for "Printer's Ink Scale" (chromatic); shows quantity of ink required for jobs, full instructions. Price, 25 cents. W. E. RADTKE, 121 Oklahoma av., Milwaukee, Wis.

BUSINESS OPPORTUNITIES.

FOR SALE—Neat, well-selected commercial job-office in city of 12,000 on Florida east coast, catering to office and society stationery, executing high-grade work; nicely located; cheap rent; electric power; fine chance for compositor and pressman to form partnership; no debts; everything clear; other interests demand attention. K 444.

PRINTING-OFFICE — Very extraordinary bargain; price $3,500; fine catalogue, book and commercial job printing-office, doing profitable and old established business; half as much work in now as price asked; in live city of 20,000; good opening for democratic paper; price is less than half cost of machinery alone. L 485.

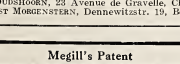
GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

FOR SALE — Well-equipped printing shop; controls good steady local trade; no other plant at yards; owners can not give time to business; will sell to competent printer on terms; investigation invited. Address BOX F, NATIONAL STOCK YARDS, ILL.

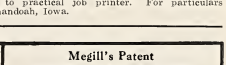
GOOD OPPORTUNITY — A well-equipped job-office with a good line of customers in a prosperous and fast developing city of Northern Indiana is for sale at a reasonable price; exceptional good opportunity for young men. L 489.

AT A BARGAIN — Plant 100 miles from Chicago — 35 by 47 Whitlock cylinder, 3 C. & P. Gordons, power cutter, Boston stitcher, up-to-date type; will sell on easy payments. Address A. G. FRICK, Freeport, Ill.

FOR SALE — Well-equipped job office in good Iowa town of 5,000; or will sell half interest to practical job printer. For particulars address JOHN NYE, Shenandoah, Iowa.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues

QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues

VISE GRIP

FOR SALE — Old established and profitable Chicago printing plant; 6 Miehles, 5 Gordons, composing room, cutters, Dexter folders, and bindery equipment. L 481.

FOR SALE — On account of death, old-established printing-plant in San Francisco; splendid opportunity. S. W. CHARLES, University av., Palo Alto, Cal.

$3,000 PRINTING PLANT in Grand Rapids, Mich., for sale at big sacrifice; cash or monthly payments. E. R. SHAW, Box 235, Delaware, Ohio.

JOB SHOP — One-man office, well equipped, almost new; good-paying business; $1,500 cash. IVEY PRINTERY, San Luis Obispo, Cal.

COPY.

EXCLUSIVE PRINTERS' ADVERTISING SERVICE: five years' demonstrated success; sample free. FRANK ARMSTRONG ADV. CO., Des Moines, Iowa.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

REBUILT with absolute guarantee: Pony Whitlock, 2-rev., 27 by 31; Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 23 by 30, front fly cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper cutters, 23-inch to 48-inch; wire-stitching, perforating, slitting, scoring, bronzing, punching machines; send for illustrated list. RICHARD PRESTON, 167E Oliver, Boston.

HIGH-GRADE MACHINERY FOR SALE — 1 single-color Miehle printing-press, bed 46 by 65 inches; 1 double-color Miehle printing-press, bed 52 by 65 inches; 1 Staude automatic carton gluer; 1 20 by 30 No. 5 John Thomson C. & S. press; all of the above machinery is less than three years old and practically as good as new. K 446.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

FOR SALE — Krause embossing press, inking and heating attachments, printing surface 7 by 8½ inches, speed 900 to 1,200. WRITE MILWAUKEE GUMMED LABEL & SEAL CO., Milwaukee, Wis.

FOR SALE — Harris automatic press, size 15 by 19 in., with 2-color attachment and envelope feed, in A-1 shape and running; for particulars and price write A. W. McCLOY CO., Pittsburgh, Pa.

FOR SALE — Steam-power White pager No. 577 with one 6-dise White head Style 12; machine has not been used 2 days; make us an offer. THE ARTCRAFT LITHOGRAPHING CO., Detroit, Mich.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. McALPINE PUB. CO., Halifax, N. S., Canada.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPEWRITER COMPANY (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 834 Federal st., Chicago.

LINOTYPES — 2 Model No. 2, excellent condition; each equipped with motor, two sets of matrices, liners and blades. WRIGHT & POTTER PRINTING CO., Boston, Mass.

FOR SALE — 3 Williams web feeders for platen printing presses; were never in use and can be bought cheap. DIETZ MACHINE WORKS, 126 W. Fontaine st., Philadelphia, Pa.

LINOTYPE MODEL 3; excellent condition, with one extra magazine, two sets of matrices, liners and ejector blades. EDDY-PRESS CORPORATION, Cumberland, Md.

LINOTYPES — 3 Model No. 1; each equipped with one magazine, font of matrices, mold, liners and blades. HARPER & BROTHERS, Franklin square, New York, N. Y.

FOR SALE — Two Model 3 Canadian linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

HARRIS AUTO ROTARY AND TWO-COLOR PRESS, used 3 months only, size 28 by 42 in., can be had at one-third less than cost; cash or payments. L 408.

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

FOR SALE — A two-color Huber press, in good condition; sheet size, 33 by 51; not a modern press but will do the work, and a bargain. G 376.

LINOTYPE — Model 5, with 5 magazines, 7 sets matrices; good supply of sorts, liners and blades. H. W. KINGSTON CO., St. Paul, Minn.

FOR SALE — One 00 and one No. 3 Miehle press, Dexter folder, etc.; independent press plant. FRANK PIERCE, Seattle, Wash.

FOR SALE — One Canadian linotype, No. M-8204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

FOR SALE CHEAP — All-size Scott rotary press in good condition. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE — King embossing machine, No. 3; will sell very cheap. P. E. MASON & SON, Batavia, N. Y.

LINOTYPE FOR SALE — Canadian, Model 1. J. J. HARPELL, Board of Trade bldg., Montreal, Quebec.

LINOTYPE — Model 5, with one set of matrices. L'ACTION SOCIALE, Quebec, Que., Canada.

FOR SALE — Nuernberger-Rettig typecaster at a sacrifice and on easy terms. L 474.

LINOTYPE — Model No. 1, with one set of 2-letter matrices. G 343.

LINOTYPE — Model No. 1. RICHMOND PRESS, Richmond, Va.

HELP WANTED.

Electrotypers.

WANTED — A first-class electrotyper to purchase stock in a well-established photoengraving plant in a rapidly growing city on the Pacific coast; we desire to add an electrotype plant, will guarantee good interest on the investment and good wages; none but the best need apply. K 437.

Engravers.

PHOTOENGRAVERS, wood engravers, artists, who want open-shop positions in best shops in country, write to EMPLOYING PHOTOENGRAVERS ASSOCIATION, 1202 Citizens bldg., Cleveland, Ohio.

Foremen.

WANTED — A competent composing-room foreman for open shop in Chicago doing a varied class of work; high-grade equipment and excellent opportunity; give experience, reference, and salary expected to start. L 464.

Miscellaneous.

COMPOSITORS, stonemen, job and cylinder pressmen, bindery forwarders and finishers can be assisted to positions by the Employment Department which is conducted by headquarters; we have many calls for good men from all parts of the country; no charge for service rendered; write to-day for application blank. EMPLOYMENT DEPARTMENT, UNITED TYPOTHETAE OF AMERICA, 608 South Dearborn st., Chicago, Illinois.

HELP WANTED — First class salesmen, estimators, superintendents, foremen and assistants can be brought in touch with or helped to by the Employment Department conducted at headquarters; no charge for service thus rendered; write to-day for application blank. EMPLOYMENT DEPARTMENT, UNITED TYPOTHETAE OF AMERICA, 608 S. Dearborn st., Chicago, Illinois.



MAKE MONEY by attaching NEW CENTURY FOUNTAINS to your jobbers. The perfection of fountains. Will increase press output from 1,000 to 5,000 a day on steady runs. No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS — *More Impressions* and *Better Work*. **For Chandler & Price, Challenge, and all Gordon Presses.**

Get a descriptive circular from your dealer or send to us. **THE WAGNER MFG. CO., Scranton, Pa.**

Pressmen.

PRESSMAN WANTED — Steady position for first-class cylinder pressman; to get recognition and save delay, give references, experience, salary expected, age, union or non-union. Would you be willing to remove to another city? State how soon you could make change or accept the position; any reply confidential. L 333.

ROTARY PRESSMAN — Competent man on latest style Cottrell magazine rotary; permanent employment; town 35,000, 200 miles from Chicago; non-union only; reference required. L 457.

Salesmen.

SALESMAN WANTED — We have a device which every printer needs and will buy; applicant must be experienced cylinder pressman; salary or commission; good hustler can make $100 per week; good territory still open; write immediately for particulars. Address MERKLEY MFG. CO., Box 7-8, Syracuse, N. Y.

WANTED — A salesman in the Central West having some knowledge of printing and an ability to suggest publicity and selling ideas; the position is one that should appeal to young men and offers every opportunity for the future; references as to habits and experience expected. D 70.

CITY SALESMAN — An experienced young man to sell the products of a typefoundry and supply house; city trade; give present or last employer; how many years' experience; habits, age, salary, when open for engagement. Address "TYPE," Postoffice Box 542, Pittsburgh, Pa.

BLANK BOOK AND STATIONERY SALESMAN to work in the South; expenses and 10 per cent. L 463.

Superintendents.

WANTED — Experienced superintendent for office with 4 cylinders, 6 jobbers, Monotype, and complete bindery with 2 ruling machines; must have best of references. L 470.

SITUATIONS WANTED.

Bookbinders.

BINDERY FOREMAN, practical man, competent in all branches, A-1 executive, strictly reliable, wants position with larger printing house. L 165.

FIRST CLASS BINDERY FOREMAN desires position October 1; capable of handling large shop; best of reference; non-union. L 482.

Engravers.

SITUATION WANTED — Middle-aged man, possessing complete knowledge of photoengraving in shop and office, executive ability and a well balanced disposition, wishes to connect with some reliable firm in the capacity of foreman or superintendent; small amount of money could be invested if position proves to be satisfactory; welcome to any further desired information. L 57.

Estimators.

A COMPOSITION SALES ESTIMATOR, who has had over 2 years' experience under the new system, wishes position with Chicago firm. L 490.

Foremen.

COMPOSING-ROOM FOREMAN OR SUPERINTENDENT — First-class printer, twenty years' experience, nine years as foreman, wants to locate on the Pacific Coast after November 1; thoroughly posted on composition, presswork and bindery details; seeks connection as foreman or superintendent with progressive firm specializing high-class printing; possesses exceptional qualifications as job and advertisement compositor, stoneman, proofreader and linotype machinist-operator; familiar with cost systems and estimating; systematic and result producer; painstaking and tireless worker, not troubled with loss of memory; married, age, 37. L 494.

WANTED — Position by a practical man of good address, good taste and mechanical ability; successful experience in handling composing-room in the production of high-grade work; a man who can be trusted to be at work with his faculties clear at all times; 35 years old, married; Ohio, Pennsylvania or Michigan preferred. L 460.

PRACTICAL FOREMAN-SUPERINTENDENT wants position in office doing book and job work; several years' experience; can systematize work and show results; good reasons for wanting change. L 479.

GOOD COMPOSITOR and stoneman desires position as desk foreman with first-class concern; 12 years' experience in high-grade work; steady, ambitious, and has good organizing abilities. L 465.

A-1 PRINTER (English-German), now employed as working foreman, desires change; age 26, strictly sober, references; New York preferred. L 478.

WANTED — Position as foreman of printing plant; thorough knowledge of the business, shop and office experience; non-union; references. L 477.

Machinists and Operators.

LINOTYPE MACHINIST-OPERATOR — Can handle all kinds of job, tabular and advertisement composition rapidly and accurately; twenty years' experience as printer, twelve years on machine; indefatigable worker; sober and reliable; Pacific Coast preferred. L 494.

LINOTYPE MACHINIST-OPERATOR, 16 years' experience as machinist and operator on the best class of work, wishes to make change; sober, reliable; best of references. L 484.

LINOTYPE MACHINIST wants situation in large city plant; many years' experience on machines, always giving satisfaction; 5 years with present plant, but desires change. L 480.

Managers.

TO EMPLOYERS — Am employed by a high-grade, well-known house; for reasons excellent I seek a new connection; my experience covers the best in management, superintendence, correspondence, sales, estimates, costs, methods, handling help, advertising, etc.; yet am not a "know-all" nor "swell-head"; must be firm with good backing, seeking progress; write fully. L 467.

SITUATION WANTED — West or Southwest, by manager; would prefer small city; shop must be first-class; understands general printing and bookbinding; capable of running any department excepting lithographing; wishes to connect with some place where a manager is needed where there is a future to become an investor. L 211.

Miscellaneous.

SITUATION WANTED by man experienced in paper and printing trade cartons, litho and book printing, folding boxes, cut-outs, bags, etc.; calculator, English, French and German correspondent; all kinds of clerical work, bookkeeping, machine writing, etc. EUGENE W. FUNKE, Karlplatz 6, Düsseldorf, Germany.

Newspaper Men.

GERMAN-AMERICAN JOURNALIST, at present on staff of large English daily, thoroughly capable of looking after publications in either language from A to Z, also experienced proofreader in German, English and French, wishes responsible position with trade paper or publishing house. L 469.

POSITION WANTED in editorial department by former managing editor. Address C. R. REID, 414 S. Fountain, Springfield, Ohio.

Paper Ruler.

POSITION WANTED by paper ruler of wide experience; union. RAYMOND E. DURIE, 891 McClellan av., Detroit, Mich.

Photographers

SITUATION WANTED by a commercial photographer to take full charge of a commercial studio; can do everything in the line of commercial photographing; have 20 years' experience. K 442.

Pressmen.

SITUATION WANTED BY FOREMAN PRESSMAN, 25 years' experience in pressroom, all classes work, especially good on half-tone and color work; up-to-date on ink, paper and mechanical overlays; with present employer three years; receiving $30 week; Southern California preferred; married. L 491.

FIRST-CLASS CITY PRESSMAN tired of overtime seeks change; best references as to character, ability and reliability; moderate wages accepted from firm guaranteeing little or no overtime. L 492.

PRESSMAN, of 21 years' experience on book, commercial and catalogue work, desires position. W. S. WOODWARD, 64 Church st., New Britain, Conn.

PRESSMAN wants position as estimator or estimator and pressman; can manage small shop or install cost system. L 466.

Proofreaders.

PROOFREADER — Young woman; best experience and references; also clerical work; N. E. preferred. L 353.

PROOFREADER — Nonunion; good work; $20; job office preferred. K 112.

Superintendents.

SITUATION WANTED — Do you want a man to run your business, one that can deliver the goods, understands the business including binding and printing, both as to selling price and cost of production, experienced in all branches? A man that makes $2,500 per year wishes to go West or Southwest. L 488.

SUPERINTENDENT — Practical experienced man now employed wants change; thoroughly familiar with cost and production; references furnished. L 486.

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Exclusively
Cutting Machines
OSWEGO, N. Y.
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SHEPARD, THE H. O., CO., 632 Sherman st., Chicago. Write for estimates. 1-14

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NATIONAL STEEL & COPPER PLATE COMPANY, 452 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-13

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-13

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NATIONAL STEEL & COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 E. Second st., Cincinnati, Ohio. 10-13

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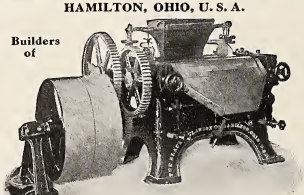
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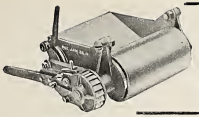
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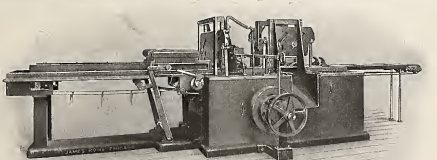
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Our Rubber Stamp Vulcanizer will make semi-hard Rubber Dies, so that you can get a good impression on any soft surface like Palm-leaf Fans, Burlap Bags, Corrugated Paper or any soft surface that would kill an Electrotype. Go into the Rubber Stamp business right and get one of our Vulcanizers.

Write for Catalogue

The
J. F. W. DORMAN CO.
Baltimore, Md.

We cater to the Printing Trade in making the most up-to-date line of

Pencil and Pen Carbons

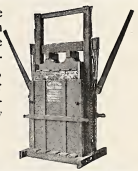
for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters

MITTAG & VOLGER, Inc.
PARK RIDGE, NEW JERSEY
MANUFACTURERS FOR THE TRADE ONLY

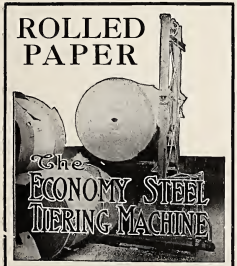
A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 64-F*



SULLIVAN MACHINERY COMPANY
122 South Michigan Avenue, CHICAGO

ROLLED PAPER



One of the Meanest Packages to Pile is a Roll.

Handled by one of these machines, however, the job is easy. And it will pile anything.

Economy Engineering Co.
415 S. Washtenaw Ave., Chicago, Ill.
FOREIGN AGTS.
Parsons Trading Co., New York.

Wear a Type Lapel Chain

They're all the rage for printers; send 75 cents for gold-plated chain with your initial attached.

The Nesnah Co.
Box 1777
Boston, Mass.



PRESSMEN'S OVERLAY KNIFE

This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

PRICE, POSTPAID, 25 CENTS

THE INLAND PRINTER COMPANY
632 Sherman Street, Chicago
1729 Tribune Building, New York

METALS

Linotype, Monotype, Stereotype Special Mixtures

QUALITY

First, Last and All the Time.

E. W. Blatchford Co.

230 N. Clinton St. Chicago
5 Beekman St. New York

NEW DESIGNS

Useful for
BORDER PATTERNS
END PAPERS
SURFACE PATTERNS
DECORATIVE TREATMENT
BOOK PLATES, Etc.

These are new and will interest you. They are printed on plain white cards.

SET of 10 CARDS for $1.00

The School Arts Publishing Co.
BOSTON, MASS.



"Gee, But I Hate This Job,"

SAYS THE PRESSFEEDER

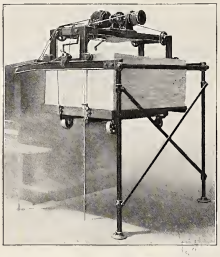
¶ And you can't blame him. After all, isn't it about time that you let machinery take the place of brute strength in your pressroom, particularly when it means

1,000 to 1,500 More Impressions Per Day Per Press?

¶ Put in a ROUSE PAPER LIFT. It will pay 10 per cent per month dividends on its cost in increased output alone, besides saving a ruinous bill for spoilage that is unavoidable with the man-handling of paper.

¶ Send for our book, "Rouse Handling versus Man Handling of Paper Stock."

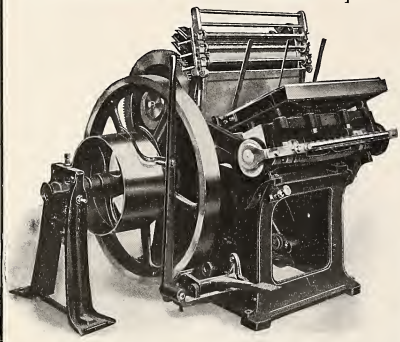
¶ It will open your eyes, and if you let it, it will put money in your pocket.



H. B. ROUSE & CO.

2212 WARD ST., CHICAGO, ILL.

The Press That Measures Up to Requirements for To-day and for the Future



When you install a GALLY IMPROVED UNIVERSAL PRESS it means satisfaction to-day, to-morrow and thereafterwards, because each press is built on *quality* basis, lasting service, etc.

These points should be carefully considered by every printer when on the market ready to buy a press to fill his demands.

The Gally Improved Universal Press

will be his selection, because it embraces all the desirable features found in no other competing machine of to-day.

The "UNIVERSAL" press will print everything from tissue to heavy cardboard; will cut and emboss. For high-class half-tone or three-color work this press will stand alongside of all legitimate competition. Every sale means a satisfied buyer, and every user of the UNIVERSAL will gladly tell you of his satisfaction at owning such a press.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request.

The National Machine Company, Manufacturers, Hartford, Connecticut

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

$6

The **BOSTON Model**

WETTER

SOLD BY

American Type Founders Co.
Barnhart Bros. & Spindler

and all Dealers

WETTER NUMBERING MACHINE COMPANY
335 Classon Avenue, Brooklyn, New York, U. S. A.

The only Numbering Machine with a Cipher that will always print plainly



No. 12356
FACSIMILE IMPRESSION

Boston Model 1, Five Wheel, $6.00
Boston Model 2, Six Wheel, $7.50

The Toledo Web Press Gives Quick Results

Because of its SIMPLICITY

The ideal machine for printers for many regular kinds of work; particularly valuable for special work.

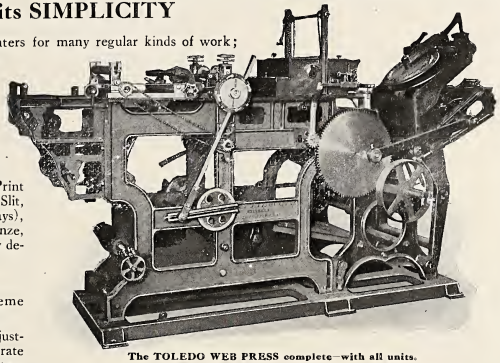
For manufacturers, and others, operating private printing-plants, it is invaluable; accomplishing results heretofore produced, if at all, by hand and at great expense.

Independent Units to Feed, Print in one color, also two colors, Slit, Cut, Punch, Perforate (both ways), Rewind, Number, Count, Bronze, etc., used separately, or in any desired combination.

Consider the various Units.

Then — Note the extreme SIMPLICITY of mechanism!

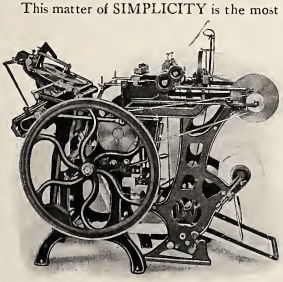
No complicated parts nor adjustments; and yet, each Unit accurate and reliable; construction substantial and durable; cost of maintenance and upkeep practically nothing.



The TOLEDO WEB PRESS complete—with all units.

This matter of SIMPLICITY is the most important feature in an automatic printing machine, and reaches its best exemplification in the Toledo Web Press. This enables us to make and sell it at a very low price.

Purchaser selects and pays for such Units as his work requires; other Units may be added as needed.



THE AUTOMATIC ATTACHMENT

An Automatic Web Feed Attachment

For Gordon Presses

Equip your idle Gordon with this Attachment; Automatic Feed, with Independent Units to Slit, Cut, Punch, Perforate, Number, Count, Two-Color, Rewind, etc. A Gordon so equipped, with such Units as your work requires, instantly transforms it into a profit-producing machine, efficient and dependable, and at small cost.

You can not afford to have an idle Gordon press; the floor space it occupies and the investment decrease your profits.

THE TOLEDO WEB PRESS MANUFACTURING CO., Toledo, Ohio, U. S. A.

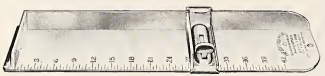
The Printer Who Comes Back for More

Certainly feels satisfied with the service obtained from adopting throughout his plant the use of the

Star Composing Stick

Printers know good tools—and they are not backward in expressing their opinions. Mr. E. W. Statler, foreman of the Modern View Printing Co., St. Louis, Mo., says:

"I must compliment you most highly for this rapid, accurate and practical stick."



It is the one popular stick—nothing lacking, and its use plainly spells "increased efficiency."

Our German-Silver Stick

is a beauty, and is made to fill the requirements of coast territory; will not rust or corrode. Star sticks are made in all popular sizes, both in Nickel-plated Steel and German Silver.

ASK FOR PARTICULARS

FOR SALE BY TYPEFOUNDERS AND DEALERS IN ALL LARGE CITIES

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

Toronto Type Foundry Co., Ltd., Sole Agents for Canada.

Increase Your Sales—Decrease Your Losses
Consult the Specialists Who Know

Seventeenth **TYPO** *Year*

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

The Typo Mercantile Agency

General Offices, 160 Broadway New York

Why Use Drying Racks?

Investigate this and use time-saving methods

Quit your slip-sheeting. Stack as high as you wish. Get more ink on your paper without smear. Save your twelve hours between the running of colors. Quit robbing the impression to save expense of slip-sheeting. Save from 10 cents to 25 cents per pound on your ink.

KNAUFFSATT

will do it and works in all colors. Sold in three sizes.

Enough to treat 12 lbs. of ink, $ 1.00 in Tube
Enough to treat 64 lbs. of ink, $ 3.50 in Cans
Enough to treat 256 lbs. of ink, $10.00 in Buckets

Manufactured Solely by

THE NO-OFFSET CO.
532 East Broadway, Louisville, Ky.

We will send these goods to responsible concerns upon order, and if they fail to make good you owe us nothing.



A Typecaster *for* Printers

Must be simple, so that it can be operated by any printer. *(Compare the Thompson Typecaster with others.)* Must have an unfailing supply of matrices. *(The Thompson Typecaster uses all makes interchangeably—one thousand faces to select from.)* Must be inexpensive, economical in operation, possess quick-change features and produce high-grade type.

The Thompson Typecaster Alone Meets These Requirements

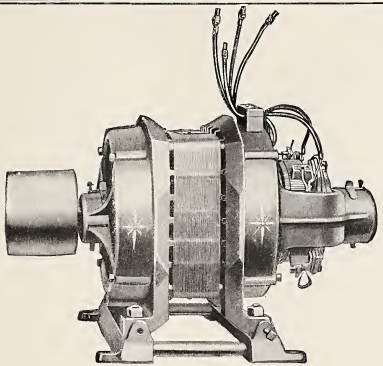
Machines Installed on Trial or Rental Basis

THOMPSON TYPE MACHINE COMPANY

624-632 SHERMAN STREET, CHICAGO

MERGENTHALER LINOTYPE COMPANY, SELLING AGENTS.

KIMBLE MOTORS



Revolutionized!

Economies and conveniences of running cylinder presses in districts where only alternating current is available have been revolutionized by the development of a motor built specially for running cylinder presses.

The New Single-phase, Variable-Speed, Alternating Current

KIMBLE CYLINDER PRESS MOTOR

WITH AUTO-TRANSFORMER CONTROLLER

In order to procure the convenience of electric motive power, you no longer have to use the ordinary alternating-current motor, which consumes top-speed current at every speed, no matter how slow.

The KIMBLE reduces operating cost in direct proportion to every reduction in speed. It will operate a press *smoothly* at as low as ¼ maximum speed — and do it at ¼ the cost of operating the press at maximum.

The KIMBLE applies the current directly to your presses. You don't have to change the alternating current by a generating set which costs a lot of money and eats up a lot of power.

Cheaper in its Ultimate Economy Than Any Other Form of Power

The KIMBLE will pay you an average of 10 per cent monthly dividend on its cost as compared with any other type of alternating-current motor you could install.

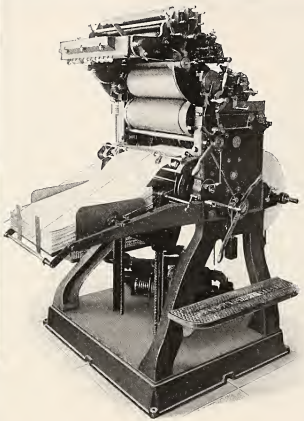
Convenient access is provided to 18 forward and 18 reverse speeds. These speeds are arranged in 5 major steps and each step overlaps with the step just behind and just ahead, thus giving each step an ample working range.



Kimble Electric Company

635 North Western Ave., Chicago, Ill.

KIMBLE MOTORS



GOOD REASONS WHY

THERE IS A REASON WHY THE

Bigelow Rotary Offset Web Press

is meeting with such substantial success, and here are a few of the "WHY'S":

First — Because the press occupies such small space, accessible at any position or angle, at any side or top, without a *ladder* or *derrick*. It feeds from a web, sheet delivered cut to register, 17x22.

Second — Because it produces twice the output of any offset press on to-day's market, producing from 6,000 to 10,000 perfect impressions per hour; and we are ready to prove it.

Third — Because it is built on scientific principles: simplicity the key-note; and fool-proof protection makes it a press capable of rendering service 365 days in the year.

Fourth — When you buy the Bigelow Rotary Offset, you add a press that *will do the work* of TWO at the cost of ONE press.

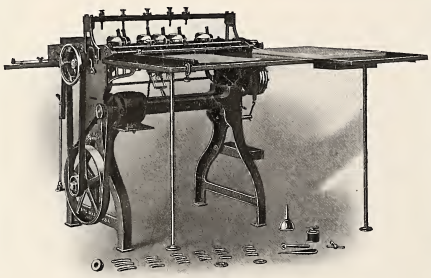
Write to-day for complete particulars, price, etc.

Bigelow Press Sales Corporation

436 BRISBANE BUILDING BUFFALO, N. Y.

The National Rotary Perforating Machine

"The Perforator That Leaves No Blurr"



Is known for its accuracy and constant uniform service every day in the year. There is economy in operating a "NATIONAL" because saving of stock and saving of time, besides insuring perfect work at all times and a pleased customer.

Your customers know good perforating work and why not give it to them?

The National Rotary Perforating Machine

can be had with or without crimping scoring attachment — the latter device a big feature for the loose-leaf and paper manufacturer.

Our perforator is manufactured in various sizes to suit individual requirements.

Ask for specimens of work, further particulars, prices, etc.

AGENCIES IN PRINCIPAL CITIES

NATIONAL PRINTING MACHINERY CO., Inc.

Head Office and Factory: ATHOL, MASS.

LINCOLN TEXT

Water-marked Antique Wove

WHITE GRAY INDIA

BLUE COFFEE

25 x 38—60 lb. Packed in cases.

White—5½ cents per lb. Colors—5¾ cents per lb.

Special prices in quantities

Write for samples

Parker, Thomas & Tucker Paper Co.

514-522 Sherman Street, Chicago

Telephones: Wabash 2632-2633 *Auto. 54-520*

Tympan Gauge Square

FOR QUICKLY AND ACCURATELY PLACING THE GAUGE PINS ON A PLATEN PRESS.

Made of transparent celluloid, ruled in picas. Size, 3¾ x 8½ inches.

By placing the square over the impression of the job on the tympan in the proper position, and marking with a pencil along the left and lower edges, the gauges can be placed correctly at once. Will save its cost in one day's use.

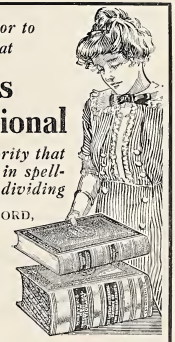
Twenty-five cents, postpaid to any address.

THE INLAND PRINTER CO.

632 SHERMAN STREET - - - - CHICAGO

"I Have the Honor to Advise You That

Webster's New International



is the standard authority that is generally followed in spelling, compounding, and dividing words."

CORNELIUS FORD,
Public Printer, Government Printing Office, Washington.

Does not such evidence settle the matter when it comes to buying a dictionary?

This New Creation contains:

More than 400,000 Vocabulary Terms.

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Over 6,000 Illustrations. 2,700 Pages.

Colored Plates and Half-Tone Engravings.

Write for specimen pages, etc.

FREE, if you mention *The Inland Printer*, a useful set of pocket maps.

G. & C. MERRIAM CO.

Springfield, Mass.

For over 70 years publishers of the Genuine Webster Dictionaries.

Now on Sale

Letters & Letter Construction

With Chapters on Design and Decoration

By F. J. TREZISE

New Ideas for Printers and Designers

"LETTERS and Letter Construction" presents the subject in a new manner—gives you the information you want in the way you want it. It is not merely a book of alphabets—it is a book of ideas. It is written by the chief instructor of the I. T. U. Course of Instruction in Printing, and is based on actual experience instead of theory.

¶ *Some of the features:* "Letters and Letter Construction" contains chapters on Roman Capitals, Roman Lower-case, Italic, Gothic, Lettering in Design, Decoration and Type Alphabets. It contains plates showing the decoration of various periods and peoples—excellent references for designers. It contains instruction on the designing of decorative borders, initials, etc. It contains information regarding the principles of design—the application of lettering to practical work. It treats of methods of reproduction and gives ideas that facilitate work.

¶ It contains 160 pages and 131 illustrations, and is artistically bound in art canvas.

PRICE, $2.00

The Inland Printer Company, *Chicago*

632 Sherman Street

HIGH-CLASS

ENGRAVED STATIONERY

for Fall and Holiday Season

Why not supply your patrons with the *very best* in steel and copper plate stationery?

You need only send us the order and we execute it at a price that leaves an interesting margin for you, with no investment on your part.

Note some of the specialties:

Steel-die Embossed Letter-heads, Cards, etc.
Wedding Invitations
Monogram Stationery
Crests, Coats-of-Arms
Club Invitations
Dance Programs
Book Plates
Cards
Menus
Announcement Cards

Now is a time to get busy for Fall and Holiday season stationery. Send us your order and we will execute it quickly. Write for various sample outfits.



WM. FREUND & SONS

16-20 E. Randolph Street,
CHICAGO

Here's the Acid Test

of what the Hake Perfection Gripper will do

Note copy of letter from the Cole Lithographing Co., signed by President Cole, dated April 5, addressed to our Chicago Sales Company, as follows:

"On your recommendation we installed one of your 'Hake Perfection Grippers,' and after trial we were so much pleased with it that we have purchased enough more of the same attachment to equip our plant. It does all that you claim for it, and in our case has saved its cost frequently in less than a week.

"We have only words of praise for this invention, and to any printer who carries a heavy body of color on platen press we can heartily recommend it as an ideal attachment to assist him in preventing his paper from sticking to the form.

"If we had more presses we would order more of them.

"Yours very truly,
"COLE LITHOGRAPHING CO.,
"F. W. Cole, Pres."

There's economy in applying the "Hake Perfection Gripper" to every job-press in your plant. It is the one "Gripper" of to-day that has stood the test alongside of all competition.

Built like a machine. **Best steel construction.**

Durable and reliable. Nickel-plated.
Made for all sizes and makes of platens.

AMERICAN PRINTERS APPLIANCE CO., Mfrs.
MILWAUKEE, WIS.
Chicago Agency: CHAMPLIN MFG. & SALES CO., 343 Dearborn St.

Why Operators Are in Demand

THE sale of linecasting machines was never so great as it is to-day. The original company is selling more machines than ever before. The new companies report up-to-capacity business.

In addition, more machines are daily being put on a two-shift or a three-shift basis.

All this means an increased demand for operators, and, all around, those craftsmen are enjoying the boom.

It is good business for any hand compositor to become an operator. If he has to go to school to learn, he should go to the best school—the one that has graduated the greatest number of operators and is conducted on strictly union lines. That school is

The Inland Printer Technical School

632 South Sherman Street, Chicago, Ill.

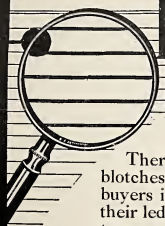
Send a postal and get our booklet on machine composition, which tells the whole story

Boston Wire Stitchers

Turning the hand wheel to gauge the thickness of work, *automatically adjusts all parts.* This is but one of the Boston's many special exclusive features.

WRITE THE SELLING AGENTS

AMERICAN TYPE FOUNDERS COMPANY



Perfect Ruling Proves Quality of American Linen Record Ledger Paper

The surface of American Linen Record is smooth. There are no minute hills or valleys, foreign particles or greasy blotches to prevent perfect ruling, writing or erasing. A great many buyers insist on applying the ruling or writing test before choosing their ledger paper, and if you are one of these you'll grasp this chance to use a paper that will measure up to your most exacting specifications.

Just Give American Linen Record a Trial—That's All

This paper, because of its durability and permanency, is used for such important forms as bound and loose-leaf ledgers, blank-books, county, government and civic records, real estate deeds, mortgages, wills and legal documents, insurance policies, stock and bond certificates, inventories, etc., and the lighter weights for business stationery. It is carried in stock by leading paper-dealers throughout the States.

Write for interesting demonstration

AMERICAN LINEN RECORD

The National Paper Trade Association
41 PARK ROW, NEW YORK CITY

WASTE EFFORT

The printers throughout the country, as individuals, are rapidly adopting the most up-to-date efficiency methods in conducting their business, and it is time that the different printers' associations and those organizations closely allied should also adopt efficiency methods in regard to their association work.

The idea of the photo-engravers holding their convention in one city in the country at one time of the year and the other printers' associations all holding separate conventions in various other cities at different times is certainly a waste of effort. It is the reverse of efficiency.

There have also been too many local expositions, and, instead of all these haphazard meetings of the different associations in the graphic-arts industry each year, there should be One Big General Meet in some large, centrally located city once a year and a Big International Graphic Arts Exposition held in that city coincident with it, but not in the same building as the meetings of the associations.

By this manner of procedure, a greater number of people in the graphic-arts industry would get together each year than has ever heretofore assembled in any one place at a given time, and the opportunities for organization work would be greatly enhanced.

The machinery and supply people would also benefit to a greater extent by being able to show their products to a greater number than by going into numerous local affairs. Furthermore, it would be cheaper for them.

An exhibit of the best finished productions of the printers and lithographers throughout the country should also be held in conjunction with this exposition, so that the buyer of advertising and printing could attend and see all the fine work turned out and thereby secure valuable ideas. The average printer has never had any feasible method presented to him whereby he could, at a small outlay, show samples of his work to the business public in general, and the above idea is the first practical plan advanced to enable him to attain this end.

An exhibit of the Paper Manufacturers and Distributors should also be a part of this finished productions section, because it will put their representatives in direct touch with the specifiers of papers, as well as bring their lines before the business public in general.

This gigantic movement, as above outlined, is now under way and it should be the duty of every one throughout the graphic-arts industry to "put their shoulders to the wheel" and do their part to help this big idea along. It is only by concerted effort that it can be carried out.

The machinery and supply manufacturers are sick, sore and tired of going into local shows and will not do it any more. They will patronize One Big National Affair each year.

National Printing, Publishing, Lithographing,

Executive Offices, 200 Fifth Avenue, New York City — New Grand Central Palace, New

MANUFACTURERS AND SUPPLY HOUSES—WE WILL BE SHORT OF SPACE ON THE MAIN

SEND FOR THE LIST OF

versus EFFICIENCY

Various printing establishments, having numerous departments, such as photo-engraving, bookbinding, electrotyping, job printing, etc., are tired of sending representatives from each of their different departments to several conventions in different cities at various times of the year. Some large printing establishments complain that they have to send representatives to as many as twelve or fourteen meetings each year and the cost of doing this is getting to be prohibitive, without considering the loss of time. They (these large establishments) are all in favor of this One Big Convention — One Big Show — in One Big City idea — each year.

The above ideas are being worked out now and are actually in operation, so " put your shoulder to the wheel " and help spread this information and boost the idea along. It is to your interest to do so.

The week of next April 18th to 25th will be the week this Big International Printing and Lithographing Exposition will be on in New York at the Grand Central Palace. During that same week there will be about 3,000 or 4,000 newspaper publishers, large and small, in New York, from all parts of the country, attending this exposition, as well as the convention of the American Newspaper Publishers' Association and Associated Press, which will be in session at the Waldorf-Astoria. The different associations throughout the trade, as well as the Convention Bureau of the Merchants' Association of New York, are striving to obtain the annual convention of the National Employing Lithographers' Association. The Typothetæ of the city of New York has passed a resolution to formally invite the United Typothetæ of America and the Ben Franklin Clubs of America to hold their next convention here.

Efforts are also being made to have the American Paper & Pulp Association hold their convention during that same week, instead of in February as they have heretofore. In all probability the National Editorial Association, if their convention is held in Richmond, will attend the New York show in a body that week, and when all these important factions are brought together, New York will see the greatest gathering of people interested in the graphic-arts industry that has ever been gotten together before in one place in the history of the world.

A bill has been gotten through Congress whereby foreign exhibits for the Big Show in the Grand Central Palace can be entered duty free. In fact, all the arrangements are on a gigantic scale, and the whole affair will outdo anything of its kind ever held heretofore.

Begin now to boost for this big general get-together movement for all you are worth. It is an economic measure that should have your support.

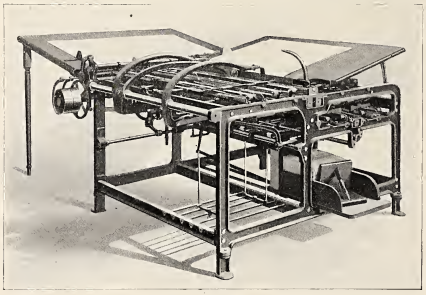
HARRY A. COCHRANE, President.

Paper, Advertising and Allied Trades Exposition

York City, April 18th to 25th, 1914 **Telephone, Gramercy 724**

FLOOR THIS YEAR — BETTER SECURE YOURS NOW WHILE YOU CAN GET A GOOD LOCATION
THOSE ALREADY SIGNED

5,428 Newspaper Publishers have endorsed the ECLIPSE Folding Machine



Successful as our past models have been, our latest machines are even more remarkable in *simplicity of construction and operation* and *adaptability* to newspapers of *any size or style of make-up.*

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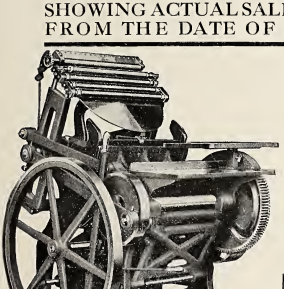
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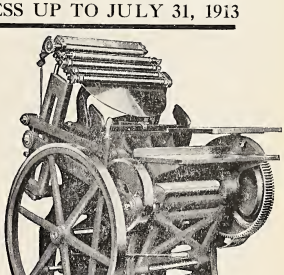
THE ECLIPSE FOLDING MACHINE COMPANY

SIDNEY, OHIO

THE CHANDLER & PRICE PRESS PYRAMID

SHOWING ACTUAL SALES AND DELIVERIES OF THIS RENOWNED PRESS FROM THE DATE OF BEGINNING OF BUSINESS UP TO JULY 31, 1913





FOR YEAR ENDING JULY 31	
1887	311 GORDONS
1888	367 GORDONS
1889	413 GORDONS
1890	610 GORDONS
1891	652 GORDONS
1892	657 GORDONS
1893	732 GORDONS
1894	743 GORDONS
1895	1,143 GORDONS
1896	1,375 GORDONS
1897	1,086 GORDONS
1898	1,589 GORDONS
1899	1,707 GORDONS
1900	1,763 GORDONS
1901	1,634 GORDONS
1902	2,130 GORDONS
1903	2,358 GORDONS
1904	2,282 GORDONS
1905	2,393 GORDONS
1906	3,002 GORDONS
1907	3,677 GORDONS (Year of San Francisco Fire)
1908	1,829 GORDONS (Year of Panic)
1909	2,794 GORDONS
1910	3,124 GORDONS
1911	2,985 GORDONS
1912	3,186 GORDONS
1913	3,245 GORDONS

TOTAL NUMBER CHANDLER & PRICE GORDONS SOLD AND DELIVERED IN TWENTY-SEVEN YEARS **47,787**

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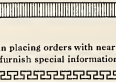
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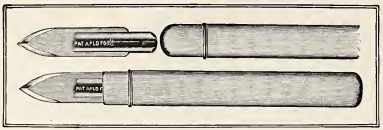


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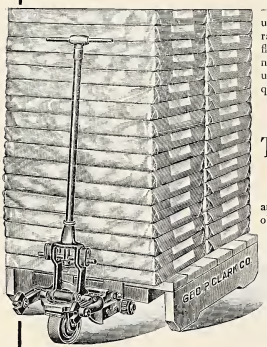
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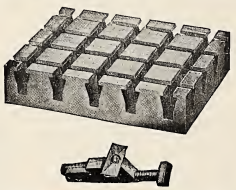
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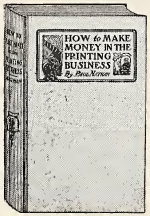
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By PAUL NATHAN

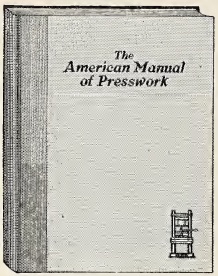
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THE HENRY O. SHEPARD CO., PRINTERS, CHICAGO

The I. T. U. Course
and the I. T. U. Convention



IT was the judgment of more than two hundred and fifty delegates at the fifty-ninth convention of the International Typographical Union, at Nashville, that the Course was of vital importance to the trade.

President Lynch said in his address that the compositor who knew all branches of his trade did not look for employment—it looked for him. He also said employers are offering better inducements to competent workmen than ever before.

The committee on technical education recommended that the local unions impress on the parents of apprentices the necessity of their boys studying the Course.

This was unanimously adopted by the convention.

Is there need to say a word more? For the most part, these delegates are men who study craft problems and who know something—many of them a great deal—about the present needs and future prospects of the compositor.

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632 South Sherman Street, Chicago, Ill.

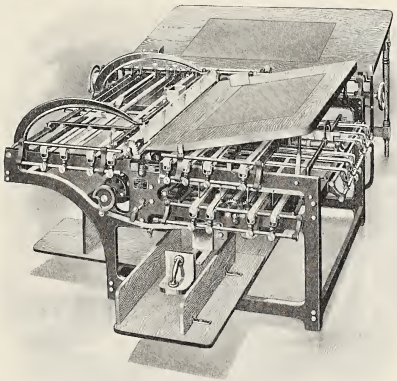
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632 Sherman Street, Chicago

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is what one job compositor said after examining *The Printing Art's* book of typographic designs.

We have gathered together in book form ninety large pages of suggestions for the display compositor — one hundred and sixty-two ideas he can put into immediate and practical use. One hundred and twenty of these suggestions are examples of type arrangement: not ordinary slap-and-dash work, but the choicest designs that have appeared in *The Printing Art*, a careful selection of the best work of the best typographers in this country and Europe. Thousands of different specimens were examined in making this collection so that every example would be practical, useful and helpful. Nearly all are in two colors and they are printed on a variety of papers. Many are title-pages for books, booklets and programmes, but there are also included letter-heads, bill-heads, business cards, advertisements, cover-designs, circulars, announcements, etc.; in short, examples of every kind of work done by a display compositor.

Merely to examine this book is a liberal education in typography. To have it handy for reference and study will be a great help toward a better salary or a better position, for here you have before you a book packed with the best work of such men as Bruce Rogers, Goudy, Currier, Dwiggins and others — filled with just the kind of suggestions you need every day.

Enclose a dollar bill with your order and the book will be sent by return mail. Your money will be just as promptly returned if you do not find it worth many times its cost. There are only a few copies left and the book will never be reprinted. To make sure of obtaining your copy you should send in your order to-day.

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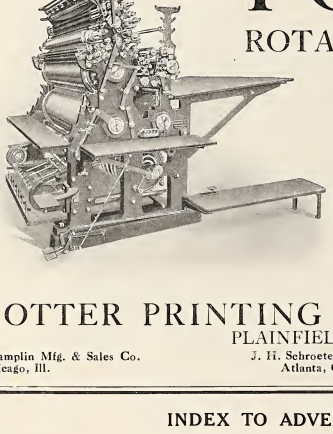
THE PRINTING ART
Cambridge, Mass.

The ONLY *question there should be about buying a*

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ROTARY OFFSET PRESS

Is WHEN *to buy it*



The many excellences of design and construction, its proved superiority when demonstrated by practical comparison, all verify the adage:

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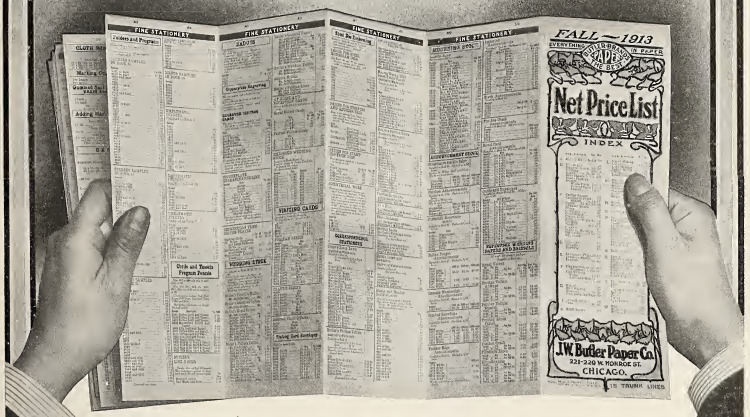
Bickford Printing Machinery Co.
San Francisco, Cal.

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There is a profitable field open to every printer in the sale of such lines as are indicated by the headings shown in the above reproduction of the Stationery Section of our Net List. For instance: Every man and woman is a prospective buyer of business or social cards, printed or engraved. How much of this business are you getting now? There may be a dozen or more business and social clubs in your vicinity whose orders for Dance Programs, Folders, etc., you can get if you go after them. Equipped with our samples you'll easily corral many orders that are now going elsewhere.

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J.W. Butler Paper Co. CHICAGO.

ESTABLISHED 1844

BUTLER BRANDS PAPER "THE BEST"

Hexagon Tool Co. Enjoined by United States Court

The honorable George C. Holt, Judge of the District Court of the United States for the Southern District of New York, has entered decrees enjoining the Hexagon Tool Company from further infringement of said several letters patent, and pursuant to said decrees injunctions have issued and have been served upon the Hexagon Tool Company, copies of which follow:

In the United States District Court for the Southern District of New York

UNITED STATES OF AMERICA
to HEXAGON TOOL COMPANY—

and to your officers, agents, attorneys, employees and servants, and to each and every of them, *Greeting.*

WHEREAS, It hath been represented to the Judges of our District Court of the United States for the Southern District of New York, in chancery sitting, on the part of Miller Saw-Trimmer Company of Michigan, plaintiff in a certain bill of complaint exhibited in our said District Court on the chancery side thereof, before the Judges of said Court, against you, the said Hexagon Tool Company, to be relieved touching the matters complained of;

And it being ordered that a writ of injunction issue out of said Court upon said bill, enjoining and restraining you, and each of you, as prayed for in said bill;

THEREFORE, In consideration thereof, and of the particular matters in said bill set forth, *we do strictly command you,* the said Hexagon Tool Company, your officers, agents, attorneys, employees and servants, and each and every of you, that you do absolutely desist and refrain from directly or indirectly making or causing to be made, delivering, vending or causing to be sold or offered for sale, using or causing to be used, in any manner, any device in infringement of claims 1, 3 and 4 of Letters Patent No. 671,910, granted to Harry G. Miller, April 9, 1901, for improvements in Metal Saws, during the remainder of the term of said Letters Patent.

Hereof fail not, under the penalty of which the law directs.

Witness the Honorable George C. Holt, Judge of the District Court of the United States for the Southern District of New York, at New York in said District, this 11th day of September in the year of our Lord one thousand nine hundred and thirteen, and of the independence of the United States the one hundred and thirty-eighth.

ALEX. GILCHRIST, JR.,
Clerk.

[SEAL]
District Court of
the United States.

A true copy.

ALEX. GILCHRIST, JR.,
Clerk.

UNITED STATES OF AMERICA
to HEXAGON TOOL COMPANY—

and to your officers, agents, attorneys, employees and servants, and to each and every of them, *Greeting.*

WHEREAS, It hath been represented to the Judges of our District Court of the United States for the Southern District of New York, in chancery sitting, on the part of Miller Saw-Trimmer Company of Michigan, plaintiff in a certain bill of complaint exhibited in our said District Court on the chancery side thereof, before the Judges of said Court, against you, the said Hexagon Tool Company, to be relieved touching the matters complained of;

And it being ordered that a writ of injunction issue out of said Court upon said bill, enjoining and restraining you, and each of you, as prayed for in said bill;

THEREFORE, In consideration thereof, and of the particular matters in said bill set forth, *we do strictly command you,* the said Hexagon Tool Company, your officers, agents, attorneys, employees and servants, and each and every of you, that you do absolutely desist and refrain from directly or indirectly making or causing to be made, delivering, vending or causing to be sold or offered for sale, using or causing to be used, in any manner, any device in infringement of claims 1, 3 and 5 of Letters Patent No. 921,723, granted to The Miller Gauge Saw & Trimmer Company, assignee of Harry G. Miller, May 18, 1909, for improvements in Metal Saws, during the remainder of the term of said Letters Patent.

Hereof fail not, under the penalty of which the law directs.

Witness the Honorable George C. Holt, Judge of the District Court of the United States for the Southern District of New York, at New York in said District, this 11th day of September in the year of our Lord one thousand nine hundred and thirteen, and of the independence of the United States the one hundred and thirty-eighth.

ALEX. GILCHRIST, JR.,
Clerk.

[SEAL]
District Court of
the United States.

A true copy.

ALEX. GILCHRIST, JR.,
Clerk.

UNITED STATES OF AMERICA
to HEXAGON TOOL COMPANY—

and to your officers, agents, attorneys, employees and servants, and to each and every of them, *Greeting.*

WHEREAS, It hath been represented to the Judges of our District Court of the United States for the Southern District of New York, in chancery sitting, on the part of Miller Saw-Trimmer Company of Michigan, plaintiff in a certain bill of complaint exhibited in our said District Court on the chancery side thereof, before the Judges of said Court, against you, the said Hexagon Tool Company, to be relieved touching the matters complained of;

And it being ordered that a writ of injunction issue out of said Court upon said bill, enjoining and restraining you, and each of you, as prayed for in said bill;

THEREFORE, In consideration thereof, and of the particular matters in said bill set forth, *we do strictly command you,* the said Hexagon Tool Company, your officers, agents, attorneys, employees and servants, and each and every of you, that you do absolutely desist and refrain from directly or indirectly making or causing to be made, delivering, vending or causing to be sold or offered for sale, using or causing to be used, in any manner, any device in infringement of claims 1, 2, 3, 4, 7, 8 and 9 of Letters Patent No. 1,009,598, granted to Miller Saw-Trimmer Company of Michigan, assignee of Harry G. Miller, June 25, 1912, for improvements in Sawing and Trimming Machines with Router and Jig-Saw Attachment, during the remainder of the term of said Letters Patent.

Hereof fail not, under the penalty of which the law directs.

Witness the Honorable George C. Holt, Judge of the District Court of the United States for the Southern District of New York, at New York in said District, this 11th day of September in the year of our Lord one thousand nine hundred and thirteen, and of the independence of the United States the one hundred and thirty-eighth.

ALEX. GILCHRIST, JR.,
Clerk.

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District Court of
the United States.

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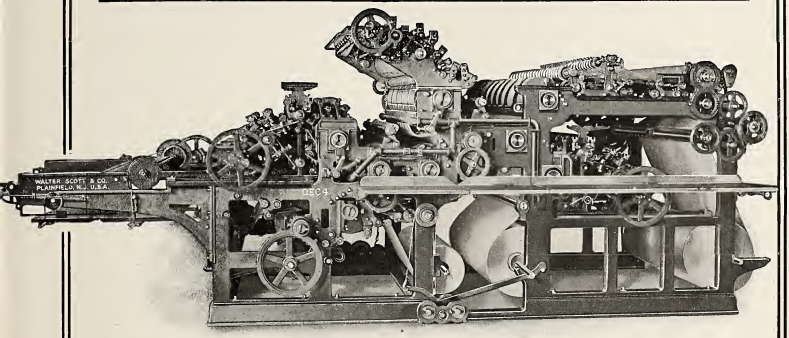
ALEX. GILCHRIST, JR.,
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MILLER SAW-TRIMMER COMPANY

POINT BUILDING, PITTSBURGH, PA.

Jones, Addington, Ames & Seibold,
Attorneys for Plaintiff.

THE SCOTT All-Size Rotary Press
IS A MONEY-MAKER



A NEW YORK PRINTER

evidently has not scanned the advertisements of Walter Scott & Company in the trade papers, as a short time ago he was very much surprised to learn that there was such a machine as a

SCOTT ALL-SIZE ROTARY WEB PRESS

and also surprised to know that there was a machine on the market that cut off any length of sheet and printed same on one or both sides at a speed up to six thousand per hour, delivering the product flat on an automatically lowering delivery table, ready for the paper cutter or folding machine.

YET IT IS A FACT

that in New York City there is a Scott All-Size Rotary Web Press in operation that ran for three years, twenty-four hours a day, the only time it stopped being to change the plates or wash up the machine, and the proprietor of the machine states that it is one of the best money-makers now in his establishment.

IT IS POSSIBLE THAT YOU

are not thoroughly familiar with the Scott All-Size Rotary Web Press, and what it does, and we will briefly state to you that this machine cuts off ninety different lengths of sheets from 20 to 46 inches, and any width of paper can be used on the machine up to 70 inches. The speed of this machine varies according to the class of work, but you can do as good work on this machine as can be printed on any rotary press under the same conditions, as to paper, ink and pressman. It is also built to print an extra color on one or both sides of the sheet, if desired.

WILL IT NOT PAY YOU to investigate the merits of this machine? Install one, seek long runs of presswork, and you will become prosperous. Send for our descriptive catalogue. Send for our salesman; he will be pleased to confer with you.

WHY NOT INSTALL ONE NOW?

WALTER SCOTT & COMPANY

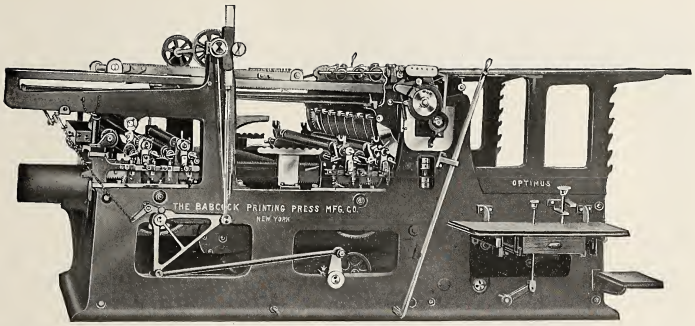
DAVID J. SCOTT, General Manager

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY

NEW YORK, 1 Madison Avenue **CHICAGO, Monadnock Block**


DEXTER
FOLDER COMPANY
The Dexter Standard Jobbing Folders
Dexter Reloading Feeding Machines
THE DEXTER HAND POWER BUNDLING PRESS
ILLUSTRATING THE CROSS CONTINUOUS SYSTEM OF AUTOMATIC FEEDING
Dexter Cutters
Kast Inserting and Wire Stitching Machine
Dexter Jobbing Book on Parallel Folder Number 190
DEXTER NO 2190 TYPE JOBBING AND PARALLEL CATALOG FOLDER THREE MACHINES IN ONE
35 YEARS EXPERIENCE
IN THE DEVELOPMENT OF AUTOMATIC PAPER HANDLING MACHINERY WITH THE KNOWLEDGE AND SKILL OF OUR STAFF OF EXPERT MECHANICS AND DESIGNERS IS AT YOUR SERVICE
ANY BOOKLET SENT ON REQUEST
THIS IS
OUR MESSAGE TO THE TRADE
DEXTER FOLDER COMPANY
Folders • Pile Feeders • Cutters
Cross Continuous Feeders
Kast Inserting & Covering Machines
200 FIFTH AVENUE, NEW YORK



THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.

THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg

BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

The Babcock Optimus
The Babcock Optimus

"If printers knew how good the Optimus really is, no other would be sold."

We agree with the man who said that. Our opinion is not without value. Our knowledge of printing presses is greater, our experience broader, our incentive to their full understanding more vital than the average man possesses.

The printer has grown, is growing. The Optimus has grown, is growing. One development follows the other. Naturally, we are keeping ahead. We must not handicap the buyer. We must give him a tool that will permit his highest achievement, and possess possibilities beyond his best. When thought perfect we must try the harder to better it.

In the Optimus we have developed devices that, with its superabundant strength, make it the easiest and handiest for the operator, the most efficient for the master printer, in quickly producing the hardest and finest work that so greatly interests both of them.

In a way it is a New Optimus. A better press was never made. Constantly improved, it has needed no fundamental change. No basic faults forced drastic rebuilding on new lines, with change of name to indicate the complete demise of the old. Neither buyers nor ourselves assume the uncertainties of the untried.

But the press has been radically refined and bettered. Every one of the sterling qualities that brought it favor still remains. To the development of these we have turned. To make them more convenient, more readily usable, more quickly and easily responsive, has been our labor. In the New Optimus we have improved devices that already were better than any others, and have a press immeasurably superior in quality, performance, and certainty of results. In it form wear and repair cost still remain the least; convenience and service are made the greatest.

In every printing sense, in every business sense, the Optimus is worth knowing; known it will be preferred.

SET IN AUTHORS ROMAN

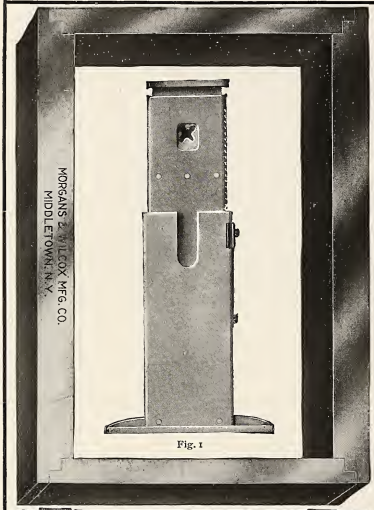


Fig. 1

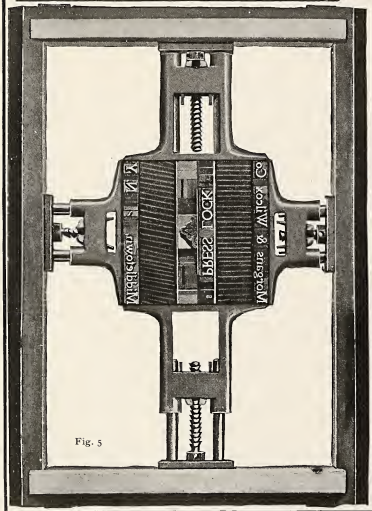


Fig. 5

All Users Say

that the Morgans & Wilcox Labor-Saving Furniture has increased output and efficiency and reduced expenses by at least 100%, thereby enabling them to get more profits and better products out of their plants.

Shall we hand you some extra money?

Figure 1. The Slauson Patent Cylinder Press Locks (patented) displace furniture and quoins in locking up forms in chases and on the beds of cylinder presses. Made in five sizes, as follows:

3 inches when shut, opening to 5 inches
5 inches when shut, opening to 8 inches
8 inches when shut, opening to 14 inches
14 inches when shut, opening to 20 inches
22 inches when shut, opening to 36 inches

Figure 2. The patent steel furniture has the highest merit and has given entire satisfaction as an important labor-saving device for printing-offices. It is adapted to all kinds of work, whether book or job, blank or color, where accuracy is required and whenever space is to be filled. Its superior excellence is especially recognized in color and blank work. It is a time-saver. This steel furniture never wears out and this durability makes for economy.

Figure 3. Enlarged Iron Furniture. This is cut with the same accuracy that has made our labor-saving iron furniture so welcome with printers. Our regular furniture in sizes from 30 to 60 ems is much used for gutters in catalogue, book and color work to great advantage in time-saving and accuracy. It has proven of value also in enclosing forms for platen presses and giving square lock-ups and preventing the springing of forms. The larger sizes, now made from 60 to 120 ems long and in widths from 15 to 60 ems, will be found equally valuable for quick and accurate work in filling large openings in and around cylinder forms. Ask for prices.

Figure 4. Labor-saving Iron Furniture, made with large finger holes, making furniture lighter and easier to lift out of forms. This furniture is made in the regular standard labor-saving sizes, accurate to the one-thousandth of an inch, and by reason of its hardness and strength will always remain accurate. It is about forty per cent lighter than the ordinary labor-saving metal furniture, which is a distinct value. It will be found especially valuable in color work, and wherever exact results of close register are required.

Figure 5. Patent Job Locks. A new and useful appliance for saving time and trouble. A combined furniture and quoin which makes quick and sure lock-ups.



Fig. 4



Fig. 3

It Doesn't Pay the Small Printer

The small printer is not a specializing printer.

He makes money by doing more than one kind of work.

And he should think twice before pinning his faith to a composing machine that casts lines of type (slugs).

The handicaps of this system of composition cannot be overcome by the lure of low price.

Nor will a low price on line casters attract the diligent seeker of efficiency in a typesetting machine.

The small printer not only wants, but he must have versatility—a machine to handle any kind of work quickly, economically, profitably.

He gets all these features in the Monotype, and more—type for the cases 5 point to 36 point, and, added to this, a uniformity of printing excellence in the product that commands the highest price and satisfies customers.

There is nothing to the short haul, narrow range disadvantages of the line caster for the small printer.

He wants type, automatically set in justified lines, ready to use.

He wants type and spacing material for the cases.

He wants composing room service—machine composition and sufficient type (tools) to insure 100 per cent. productive time from every composing room employee.

He wants the one-model Monotype—always the latest model—because it is economical, versatile and efficient.

Lanston Monotype Machine Company

Philadelphia

New York
World Building

Boston
Wentworth Building

Chicago
Rand-McNally Building

Toronto, Lumsden Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

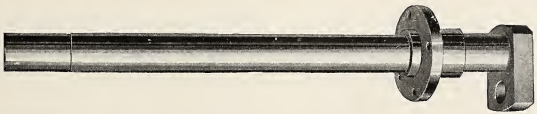
COLUMBUS
307 Mt. Vernon Avenue

The AULT & WIBORG Co.
INKS
(HIC ET UBIQUE)

The Hodgman,

Why The Hodgman, Registers Perfectly

Last month, among other statements, we said that The Hodgman, registered perfectly. Every user of The Hodgman, knows that this is so, but for the benefit of those members of the printing trade who are still using inferior machinery, we are right here to "hand you the goods" to back up our statement.



Just take a look at that shaft—one single piece of steel, forged integral. Looks like a locomotive axle, or about the right diameter for a steamship propeller shaft.

The cylinder is driven from one end of that shaft, the bed driven and reversed from the other end. To throw the press out of register you must twist that shaft.

IT SIMPLY CAN'T BE DONE! "NUF SED"

Next time—a few words on Impression.

The Huber-Hodgman Printing Press Co.

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass. **NEW YORK**

THE HOUSE OF HANSEN

AN INDEPENDENT TYPE FOUNDRY — ESTABLISHED 1872

Hansen Type and Printers Supplies in Stock and For Sale by the following

BOSTON
THE H. C. HANSEN TYPE FOUNDRY
190-192 Congress Street

NEW YORK
THE H. C. HANSEN TYPE FOUNDRY
535-537 Pearl Street

ST. PAUL
C. I. JOHNSON MANUFACTURING CO.
48-50 East Third Street

CHICAGO
WM. THOMSON PRINTERS MACH'Y CO.
426 South Dearborn Street

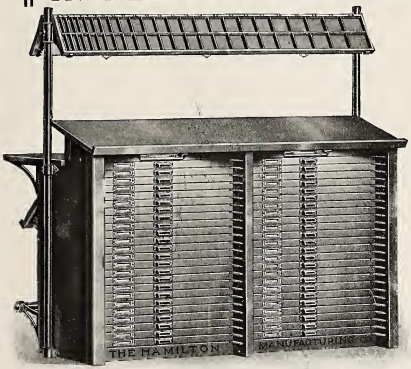
GRAND RAPIDS
GRAND RAPIDS ELECTROTYPE CO.
2-8 Lyon Street

THE BEST IN PRINTING OFFICE EQUIPMENT IS
HANSEN'S SUPERIOR QUALITY

SET IN PURITAN SERIES. GRAY TONE BRASS RULE

HAMILTON COMPOSING-ROOM FURNITURE

IN ALL STEEL OR WOOD CONSTRUCTION



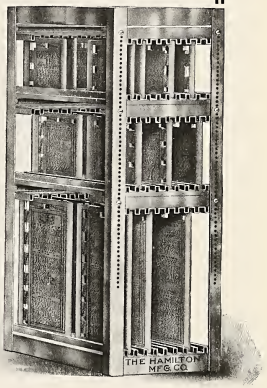
HAMILTON STEEL CABINET NO. 472

For ad.-rooms of magazine houses and newspapers; also catalog printers. Contains 48 deep cases. The overhead bank shown is divided same on both sides. The sloping bank provides for composition and make-up in the usual way, while the flat surface on the opposite side provides a make-up table just the right height from floor for making up large ads., catalog pages, etc., where small cuts and lino. matter predominate. The dump below this surface is also included with the cabinet. Electric lights and foot-rail are extra.

The Hamilton policy and aim is efficiency in the composing-room—i. e., by saving footsteps, which means time, and by saving valuable floor space, which means not only less rent for the composing-room to bear, but a shorter distance for workmen to walk.

We do not stop here, for not only do we make many Cabinets that are equipped with all the necessary materials in a minimum space, but we also supply a variety of Cabinets, some one of which is just the kind you need for your particular class of work—a Cabinet arranged to make the work of the compositor easier to do because it is just fitted for your peculiar conditions.

The accompanying illustration of our Cabinet No. 472 is for large catalog and magazine printers; also for the ad.-rooms of newspapers. It is only one of many. It may not be the right one for you, but we have one that does fit your needs—one that will give you the greatest possible saving. Tell us your peculiar conditions and requirements; we will make recommendations. We have done this for thousands of printers who say we have saved them from 10 to 20% in labor and from 25 to 50% in floor space. If your composing-room is costing too much per hour and you want to reduce it, let us help you.



THE BULLEN ADJUSTABLE CHASE RACK NO. 466

As arranged for job chases. Capacity, 16 chases each, 8 x 12, 10 x 15, 14 x 22. One great advantage of this rack is the supporting guides at top and bottom for chases, which prevent damage to the type-faces so often occurring in the use of the ordinary chase rack.

This rack is built entirely of steel. It will accommodate any size of chase from a cylinder chase 51½ inches long down to the smallest job chase. It is compact and safe.

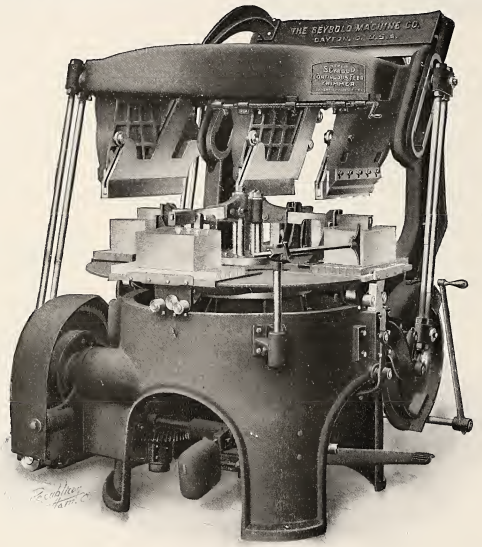
THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. Eastern Office and Warehouse, RAHWAY, N. J.

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THE SEYBOLD
Continuous Feed Trimmer



The Greatest Producer of the Age.—Will trim books 3½ inches x 6 inches to 13½ inches x 18 inches in piles 6 inches high, and has a capacity of 600 piles per hour.

INVESTIGATE

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing—Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
The Barnhart Type Foundry Co., 258 Commerce St., Dallas, Tex.

IN MARCH, nineteen-twelve, Messrs. Lee Crittenden & Edward Hulse, experts in printing and equipment, of New York City, approached us with a request for a list of AUTOPRESS users. They said they were satisfied that the AUTOPRESS was built upon right principles, and that the construction insured its longevity; but they wanted to know the working efficiency of the machine before they could conscientiously recommend it.

We decided to accede to their wishes, but only upon condition that they submit a copy of the letter to be mailed, and allow us to note the answers in response thereto. Permission to print the contents of the letters received in answer was given us by Messrs. Crittenden & Hulse only after they had granted a like favor to the Mergenthaler Linotype Company.

Time and time again we have reproduced expressions from AUTOPRESS users addressed to ourselves or to prospective purchasers. But the letters from AUTOPRESS users, *written in confidence to a scientific investigator*, clinch our argument, that while cost systems and shop conditions may differ, those who know the AUTOPRESS aver that it is "The money-maker of the pressroom."

SEND FOR THE PROOF—TO-DAY

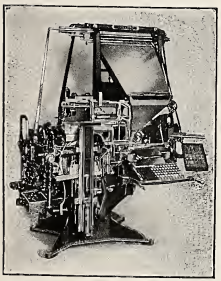
Tear this slip out, enclose in envelope with your business card and mail to
THE AUTOPRESS CO., 95 Madison Ave., New York

You will LIKE IT. Why hesitate?
IT PERMITS OF
Printing, Turning, Printing and Binding all the same day . . . and is equally good for high-class work on which speed is . . . not required.
SPEEDLIMIT BLACK INK
The Queen City Printing Ink Co.
Chicago
Boston
Philadelphia
Cincinnati
Detroit
Rochester
St. Paul
Minneapolis
Dallas
Kansas City

The First Fifty Intertypes

Were Sold to the Following Newspaper and Job Printing Offices

No. 1 — Journal of Commerce, New York City.
No. 2 — Carl W. Hill, Tampa, Florida.
No. 3 — Times, Tampa, Florida.
No. 4 — Chronicle, Houston, Texas.
No. 5 — Enterprise, Pauls Valley, Oklahoma.
No. 6 — Herald, Galveston, Texas.
No. 7 — Sentinel, Brownsville, Texas.
No. 8 — Times, Glens Falls, New York.
No. 9 — Times, Clay Center, Kansas.
No. 10 — International Typesetting Machine Co., Chicago Agency (Exhibition Machine).
No. 11 — Chemical Publishing Co., Easton, Pennsylvania.
No. 12 — Planet, Chatham, Ontario, Canada.
No. 13 — Times, New York City.
No. 14 — William Byrd Press, Inc., Richmond, Virginia.
No. 15 — John J. Furlong, Charleston, South Carolina.
No. 16 — Argus Printing Company, Camden, New Jersey.
No. 17 — High Power Printing Co., New York City.
No. 18 — Light, San Benito, Texas.
No. 19 — Typograph Company, Pittsburgh.
No. 20 — Republican, Princeton, Illinois.
No. 21 — Russkoye Slovo, New York City.
No. 22 — Hildebrand-Burnett Co., Roanoke, Virginia.
No. 23 — Quality Composition Co., Philadelphia.
No. 24 — Register-Gazette, Rockford, Illinois.
No. 25 — Telegram, Youngstown, Ohio.
No. 26 — Free Press, Detroit, Michigan.
No. 27 — International Typesetting Machine Co., San Francisco Agency (Exhibition Machine).
No. 28 — Intertype Composition Co., New York City.
No. 29 — Expositor, Brantford, Ontario, Canada.
No. 30 — Planet, Chatham, Ontario, Canada.
No. 31 — Laisve, South Boston, Massachusetts.
No. 32 — Intertype Composition Co., New York City.
No. 33 — Republican, Ravenna, Ohio.
No. 34 — Connell Printing Co., Gulfport, Mississippi.
No. 35 — Newtown Register, Elmhurst, New York.
No. 36 — George W. Hills, Bridgeport, Connecticut.
No. 37 — George W. Hills, Bridgeport, Connecticut.
No. 38 — Express, Buffalo, New York.
No. 39 — Leader-News, Cleveland, Ohio.
No. 40 — Dixie, Jacksonville, Florida.
No. 41 — Leader-News, Cleveland, Ohio.
No. 42 — Palladium, Oswego, New York.
No. 43 — Bulletin, Denison, Iowa.
No. 44 — Philip Moore & Sons, Evansville, Indiana.
No. 45 — Deutsche Zeitung, Charleston, South Carolina.
No. 46 — Journal, Detroit, Michigan.
No. 47 — World, New York City.
No. 48 — Staats-Zeitung, New York City.
No. 49 — Banner, Brunswick, Georgia.
No. 50 — Allen, Lane & Scott, Philadelphia.



THE ACME OF HIGH QUALITY

$2,150

All of These Users of the First Fifty Intertypes Endorse the Machine

All of them—without a single exception—have written us letters expressing entire satisfaction. Their letters have been gathered into a booklet, entitled "The First Fifty INTERTYPES." Send for this booklet and get some first-hand information about the most efficient composing machine ever built.

250 Intertypes

are now in daily use, and more are being installed as rapidly as our factory can turn them out.

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

CHICAGO: Rand-McNally Building — SAN FRANCISCO: 86 Third Street — NEW ORLEANS: 316 Carondelet Street

CANADA: Miller & Richard — BUENOS AYRES: Bromberg & Co. — AUSTRALASIA: Alex. Cowan & Sons, Ltd.

NORWAY and SWEDEN: Aktiebolaget Gumaelius & Komp.

FACTORY: FOOT OF MONTAGUE STREET, BROOKLYN, N. Y.

Use Your Buying Power

DON'T purchase bonds and writings in small lots through your jobber. That places you on the same level with your small, irresponsible competitors. Use your buying power. Get the prices and the service to which you are entitled. Buy in case lots, but buy bonds and writings sold *only* in case lots. Then you get real value.

You can save money by purchasing bonds and writings on our economical plan. We ship only in case lots of 500 lbs. or more at a time. This saves the jobber's profit and handling expense. Case lots, remember—but any case may be assorted as desired from the numerous grades, sizes, weights, colors and finishes of our entire line. Immediate shipments from large warehouse stocks.

Many of our grades are made on machines which run only the one grade, from one year's end to the other, with crews that don't know any other grade. This assures wonderful uniformity and utmost economy in manufacture.

WRITE for our new, complete sample-book and let us put you on the mailing list for our famous house organ, Wroe's Writings. Take advantage of your buying power. Investigate the service and prices to which your buying power entitles you.

W. E. Wroe & Co.

Sales Office, 1012 So. Michigan Avenue,

CHICAGO

We carry a wide variety of grades in an unusual number of colors, sizes and weights. Prices from 6 to 20 cents. Immediate shipment from warehouse stocks.

CONSTRUCTION



BOND

The highest-class printers, lithographers and engravers in the 180 principal cities in the United States and Canada are now buying from us and enthusiastically pushing our nationally advertised brand, Construction Bond, 13 cents a pound. We are seeking other high-class accounts on this grade in cities where it is not represented.

Also read the reverse side of this page



Get the *Right* Price for Your Printing

MOST printing is sold below cost. When the ultimate consumer buys a hat, a pair of shoes, a suit of clothing, a parlor sofa or a package of breakfast food, he pays a price that covers full manufacturing cost, plus advertising and selling expenses, plus a profit for the manufacturer, plus a profit for the jobber, and plus a profit for the retailer.

"One or one and a half times the cost of manufacture," says *Printers' Ink*, "is the general average for selling staples, while in the drug lines and specialties in all lines, grocery, textile, hardware, etc., the selling cost rises to four, five and six times the cost of manufacture."

"The selling cost of one of our most successful typewriters," says this same publication, "is five times its cost of manufacture."

No Extra Profits in Printing

YET the consumer who has been educated to pay these prices for other commodities, pays none of these extra costs and profits which other products carry when he buys printing.

There is no jobber's profit, no retailer's profit, and comparatively little profit for the printer in the average printing job.

Although the average printer tries to get 10 or 15 per cent above actual expenses, his cost-finding methods are so inaccurate that he generally considers himself fortunate if he has something left over for his salary when Saturday night comes 'round.

Only five or six per cent of the 35,000 printers in this country have won any considerable success or fortune from their business.

Printing Prices Too Low

ISN'T this fact alone sufficient to show that there is something wrong with the printing business?

This advertisement is intended to inform you, Mr. Printer — intended also to put The American Writing Paper Company on record before every buyer of printing — that printing prices are too low.

Are you sure you are getting the right price for your printing?

Your industry is depending on you for its future growth and prosperity to get the fair price to which your work is entitled.

It's your duty to know the costs of your business.

The guesses are causing all the trouble to-day.

Get All These Charges

BECAUSE your work is intricate and burdened with a tremendous amount of detail, it is more difficult for you than for nearly every other class of business man to know what your costs actually are.

But you do not have to speculate any longer; your organizations have compiled careful figures from all the principal cities of this country which show that the average actual cost of composition to the printer is $1.31 an hour, that the average actual cost of job presswork is 73 cents an hour, and that the average actual cost of cylinder presswork is $1.83 an hour.

You have got to get these costs and more on every job you deliver to show a profit in your business.

You must get, besides these charges, an advertising and selling cost, plus a reasonable profit, on every job you deliver.

You are entitled to this much out of your business — your industry is entitled to it.

Get the *right* price for your printing.



Handling paper costs money. Charge for it.



Ink is an important item. Charge for it.



Selling — Printing won't sell itself. Make a selling charge.

As the manufacturers of 34 lines of Trade-Marked Water-Marked "Eagle A" papers, we realize that our prosperity is linked with yours in this new effort which every printer must make to get better prices for his product. Now is the appointed time; get the right price for your printing.

Use Bond and Book Papers with the Trade-Mark Water-Mark of "the Eagle and the A."

AMERICAN WRITING PAPER COMPANY

HOLYOKE, MASSACHUSETTS

For Your Guidance, Protection and Profit

FOR YOUR GUIDANCE our Bond, Linen and Ledger Papers are Trade-Marked with the Water-Mark of "the Eagle and the A." The "Eagle A" has come to be known as "the Water-Mark of Quality" because all papers bearing it reflect the Experience, Resources and Facilities of a 29-Mill organization.

YOUR PROTECTION in handling "Eagle A" Writing Papers lies in the fact that each paper is distributed for us by a designated Selling Agent—and is never sold by us direct to the Consumer—your customer.

Because of the demand which our Advertising is creating for "Eagle A" Papers their sale permits of a *good, legitimate profit for you—the Printer.*

These are the

EAGLE A WRITING PAPERS
TRADE MARKED WATER MARKED

The Leaders of the Market

"EAGLE A" BONDS

AGAWAM
ARCHIVE
BANKERS
CONSOLS
CONTRACT
COUPON
DEBENTURE
DERBY
DUNDEE
FABRIC
GOVERNMENT
HICKORY
INDENTURE
JAPAN
MAGNA CHARTA
NORMAN
OLD HEMPSTEAD
PERSIAN
QUALITY
REVENUE
RIVAL
ROMAN
SECURITY TRUST
STANDARD
UNIVERSAL
And Nine Others

"EAGLE A" LINENS

HORNET
NATIONAL
PURE LINEN STOCK
THE AMERICAN
THE CENTURY
And Twenty-five Others

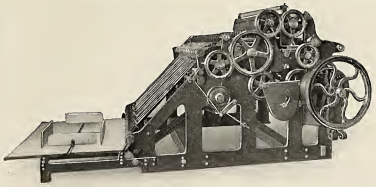
"EAGLE A" LEDGERS

ARCHIVE
BANKERS
BANK RECORD
BRUNSWICK LINEN
CAPITOL
COLUMBIAN
GOVERNMENT RECORD
LEGAL LINEN
MERCHANTS LINEN
MILAN LINEN
OLYMPIA
PARCHMENT
RUSSIAN LINEN
SERVIA
TREASURY
And Seven Others

MANUFACTURED BY

AMERICAN WRITING PAPER CO.

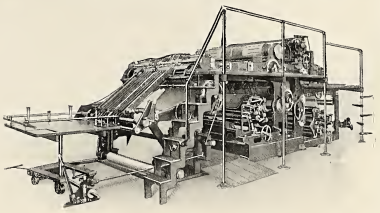
HOLYOKE, MASSACHUSETTS — TWENTY-NINE MILLS



PRESS OR SHEET CUTTER?

IF IT'S A ROTARY, STRAIGHT, OR ADJUSTABLE—

ORDINARY, OR SPECIAL— WE SURELY HAVE IT!



KIDDER PRESS CO., Main Office and Works, Dover, N. H.

New York Office: 261 Broadway GIBBS-BROWER CO., Agents

REPRESENTED IN ALL PRINCIPAL COUNTRIES OF THE WORLD.

THE "ANDERSON"

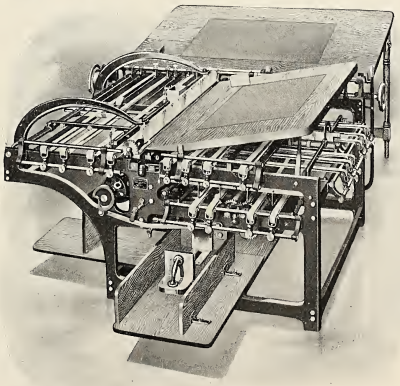
Highest Grade Medium Price line of Folding Machinery built

JOB, NEWSPAPER, AND CIRCULAR

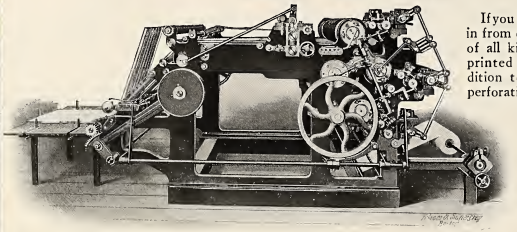
Write for catalogue and prices

ANDERSON FOLDER CO.

LAFAYETTE, IND.



Meisel
Automatic Printing Machinery
Leads the World



This cut illustrates one of our high-speed Three-Color Rotaries

If you manufacture labels, printed in from one to four colors, tickets of all kinds, wrappers and other printed matter requiring, in addition to printing, numbering, perforating both ways, punching, slitting, cutting to length, rewinding, collating, counting, removing counted packages, and other operations, automatically produced in one operation, ready for delivery, it will be for your interest to ask us for particulars regarding machines producing such wonderful results. Send samples and daily output required with your inquiry so we can select the machine best suited, whether a rotary or automatic bed and platen. We have a large number of both kinds and sizes.

Meisel Press Manufacturing Co., 944 to 948 Dorchester Ave. **Boston, Mass.**

$ $ $ $ $ $ $ $ $ $

BOOST YOUR PROFITS

BY ADDING CHARACTER TO YOUR WORK

A "MULTIFORM" Outfit

WILL MAKE YOU MORE MONEY THAN ANY OTHER INVESTMENT YOU CAN MAKE

Don't get the idea that your line of work has no advantage to gain by use of the Multiform. There isn't a single line of work but can be made doubly attractive by its use and with greater profit to yourself.

USED IN OVER 300 LEADING PRINT-SHOPS

This fact should cause you to "sit up and take notice" that cut-out work is on the increase all over the country. Customers are demanding it, and will pay big prices for it.

EVERY SHOP SHOULD OWN A COMPLETE OUTFIT
INCLUDING THE NEW

MULTIFORM COMPOSING-ROOM SAW

THE TOOL THAT JIG-SAWS, BUZZ-SAWS, DRILLS AND ROUTS, ALL IN *ONE* COMPLETE MACHINE, AT THE REASONABLE PRICE OF $100. DOES ALL THE ESSENTIALS OF THE HIGH-PRICE SAW TRIMMERS AND DOES NOT "EAT ITS HEAD OFF" WITH INTEREST ON INVESTMENT WHEN IDLE.

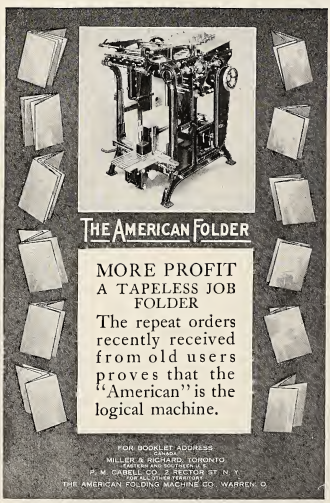
Just The Tool You Have Been Waiting For

YOU WILL BUY ONE EVENTUALLY, WHY NOT NOW?

WRITE TO-DAY FOR OUR LATEST CUT-OUT BOOKLET

"HOW TO BOOST YOUR PROFITS"

J. A. RICHARDS CO., ALBION, MICH.



GOLDING MACHINERY

Most progressive printers are satisfied with the durability, productive and profit-earning ability of Golding Jobbers and Golding Paper Cutters, but as we have discovered some new features that mean decided improvements in these machines, it is simply a free gratis offering of greater durability, economy and efficiency that should be taken by all printers.

GOLDING JOBBER

with Automatic Brayer Fountain, Duplex Distributor, Eccentric Throw-off, Steam Fixtures with Automatic Belt Shifter and Quick Stop Brake or direct electric fixtures with belt friction drive and automatic stop and release.

SOME 1913 IMPROVEMENTS

Noiseless, Adjustable Disk Movement, Positive Locking Chase Clamp, added general strength, improved grippers, increased roller movement to Duplex and Vibrating Rider with automatic release.

GREAT STRENGTH—INK DISTRIBUTION EXTRAORDINARY—SPEED

The 1913 Model Golding Jobber stands head and shoulders above all previous models.

GOLDING PAPER CUTTERS

Sizes 26, 30, 34 and 36 inches. Hand Lever, Hand Wheel, Power and Auto Clamp.

We are offering a 1913 model which has already been thoroughly tried out in many print-shops, and its exclusive features make it stand out above all others.

Double Shear Knife, Roller Bearing, Adjustable Interlocking Positive Back Gage, Safety Starting Lever, Box Base, Graduated Bed, rigid, accurate, simple, fast, and convenient to operate.

ADDITIONAL PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzin Cans, Composing-sticks.

Send Out a Line for Catalogs

GOLDING MANUFACTURING COMPANY

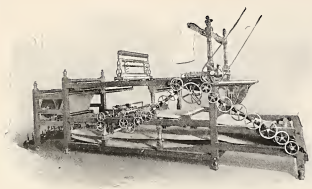
FRANKLIN, MASS.

Boston Stitcher Experts

SPECIAL traveling representatives in the East and West are always at your service with advanced ideas and suggestions that will aid you in increasing your bindery revenue. You will find them safe counselors, and anxious to help you. Write the nearest Selling House

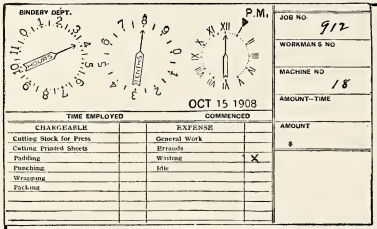
American Type Founders Co.

Set in Peignot Peignot Border No. 4



THIS cut shows our Style "C" Double-Deck Ruling Machine, which will do the most complicated striking on both sides of the paper at one feeding. There is no other ruling machine manufactured that will do more work or of a better quality. Absolutely guaranteed to do perfect work. We have been making ruling machines for 70 years.

The W. O. HICKOK MFG. CO.
HARRISBURG, PA., U. S. A.
Established 1841. MILLER & RICHARD, Sole Canadian Agents.



Record shows that Machine No. 18 in the Bindery Department was standing idle on Oct. 15, 1908, on account of Job No. 912 for three hours and eight-tenths (3.8).

Calculagraph Records

of *Elapsed Time*—the actual working time—make the only reliable foundation upon which to build up a Cost System.

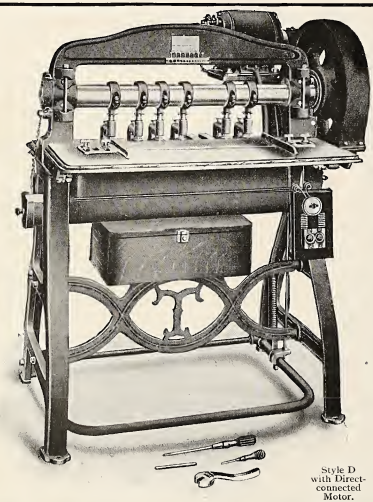
Without accuracy in your time records the results obtained will not be the true cost of products.

These Calculagraph records are also best for making up pay-rolls.

The Calculagraph makes *no clerical errors.*

Ask for our booklet, "Accurate Cost Records in Print Shops." *It's free.*

CALCULAGRAPH COMPANY
1460 Jewelers Building, New York City



Style D with Direct-connected Motor.

TATUM POWER
Adjustable
Paper Punch
Style "D"

The standard of excellence and *efficiency for all paper-punching machines.*

The unusual strength of construction, combined with the accuracy of workmanship, makes possible the great variety of work, much of it involving new problems, which may be accomplished with Tatum machines.

When you buy the best you save the after troubles.

Ask for complete Catalogue No. 30-A, showing full Tatum line, which includes Paper Punches for office and factory use, Perforators, Paper Drills for excessively thick work, Crimpers and Flexers, and other up-to-date equipment.

54 Years of Knowing How

The Sam'l C. Tatum Co.

Main Office and Factory:
CINCINNATI
OHIO

New York Office:
180 Fulton St.

Makers of "The Line of True Merit"

Sweep 'Em Out



Take the broom to a lot of those cobwebby old traditions about envelope making. Get after your trade with some of the new ideas that

Western States Service

is ready to give you—new economies in lay-outs and cuttings—big advantages in handling of your paper stock—and last but not least, our big range of special dies for cutting odd-shaped flaps. Get in touch with this specially organized service that is saving money for dozens of lithographers all around you. Write today.

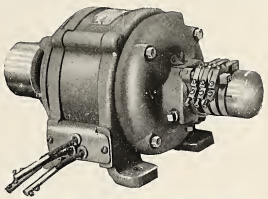
We protect the trade.

Western States Envelope Co.

311-313 EAST WATER STREET **Milwaukee**

Independent Manufacturers of Guaranteed "Sure Stick" Envelopes for Printers and Lithographers.

ALTERNATING CURRENT PRINTING-PRESS MOTORS



¾ H.-P. Variable Speed Three-Phase Motor for Job-Press Service

The Sprague Electric Two and Three Phase Job-Press Motor is simple, neat, sturdy, compact and light in weight. 2 to 1 speed control is provided. There is no commutator. Every part of the apparatus is so rugged and foolproof that no attention beyond oiling the bearings is required.

Send for Pamphlet No. 2454

Sprague Electric Works

Of General Electric Company

Main Office: 527-531 West 34th St., New York, N. Y.

Branch offices in principal cities

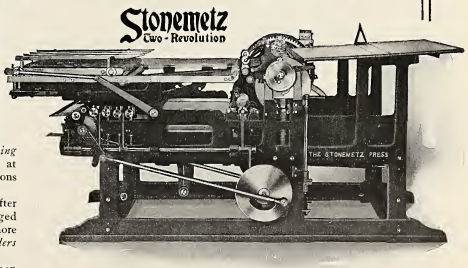
A Remarkable Demonstration

BY sheer merit of performance, running on the same floor with other (higher-priced) two-revolutions, the two STONEMETZ PRESSES on exhibition at the Toledo show won the unstinted praise and approval of every visiting printer and pressman.

Starting on Monday and throughout the entire week, these two presses were in operation *every minute* of the time allowed by the exposition officials for demonstrating purposes. During this long grind they were not only running constantly, but were *printing*—turning out high-grade half-tone and color work at an average speed of better than two thousand impressions per hour.

Printers prejudiced in favor of other makes, after witnessing this test of Stonemetz efficiency, changed their opinions, and many of them have since given more forcible expression of their approval *by placing orders for Stonemetz Presses.*

Can you ask for stronger indorsement from men competent to judge—from men who had every opportunity to judge by comparison? If contemplating the purchase of a new press, these facts will certainly lead you to investigate the STONEMETZ—that's all we ask. Detailed description, samples of work, prices and terms sent promptly on request.



Stonemetz Presses are sold and guaranteed by typefounders and dealers in all principal cities

The Challenge Machinery Company

GRAND HAVEN, MICH.

Chicago salesroom: 124 South Fifth Avenue

Suppose You Send Us a Trial Order

The best way to prove the quality of ink is by faithful test and comparison. From the very beginning our method has stood for *quality*—never sacrificing *quality* to meet a price.

We want you to test the working qualities of these three famous half-tone black inks:

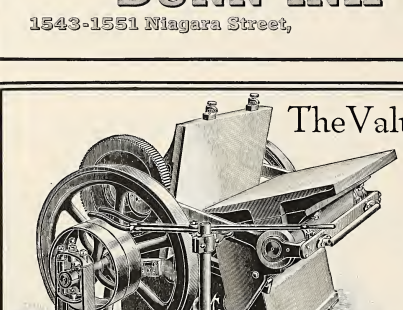
PIERCE HALF-TONE BLACK, 50c per lb.
EGYPTIAN HALF-TONE BLACK, 65c per lb.
PEERLESS HALF-TONE BLACK, 75c per lb.

These half-tone inks will solve your problems.

Have you examined our new catalogue just printed with these inks? Write to-day and get wise to the quality ink at the right price.

DUNN INK WORKS

1543-1551 Niagara Street, Buffalo, N. Y.



Built in Five Sizes From 20 x 30 in. to 30 x 44 in.

The Value of a Press Depends Upon the Character of Its Work

and printers, specialty printers and boxmakers know just what The Gally Universal Cutting and Creasing Presses stand for.

When you buy a "Universal" you add to your equipment an asset that will not continually stare at you as an "eye-sore," but an investment that will produce high-class work every day in the year.

The Gally Universal Cutting and Creasing Presses

the best known for satisfactory services.

Our presses embody all of the features recognized as necessary to perfect printing-press construction, results, etc., and are made with sufficient strength to withstand long and powerful service; therefore, if you are on the market for perfect cutting and creasing on any stock the GALLY will answer the call.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request

The National Machine Company, Manufacturers, Hartford, Connecticut

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

ACCURACY—DURABILITY—SIMPLICITY

A perfect machine of the very highest grade possible. Steel throughout
Every machine tested in a printing-press and guaranteed accurate

Price 5 Wheels **$5.00** Price 6 Wheels **$6.00**

FOR SALE BY DEALERS EVERYWHERE

AMERICAN NUMBERING MACHINE CO.

224 and 226 Shepherd Avenue, Brooklyn, New York
119 West Madison Street, Chicago, Ill.
2 Cooper Street, Manchester, England

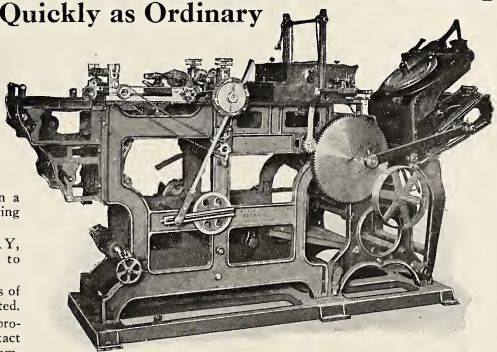
American Model 30



№ 12345

Impression of Figures

The Toledo Web Press Produces a Job of Bronzing as Simply and Quickly as Ordinary Printing



The TOLEDO WEB PRESS Complete. Equipped with all Units.

It is entirely AUTOMATIC; feeds (from the roll), sizes the form, bronzes, rubs in the bronze, burnishes, cleans and wipes, producing a clean, clear job that is dry and ready for use soon as finished.

The Bronzing is done in a DUST-TIGHT case, preventing escape of bronze powder.

CLEANLY, SANITARY, RAPID and INEXPENSIVE to operate.

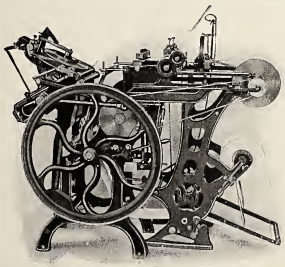
All the objectionable features of a job of bronzing are eliminated.

Slitters and Shear are also provided to cut the product to exact size desired, thus delivering it complete, and ready for instant use.

The operation is absolutely SIMPLE, and is readily understood. Services of an expert are NOT required.

Remarkably EFFICIENT, and comparatively INEXPENSIVE.

This BRONZING OUTFIT, as an ECONOMICAL and PROLIFIC PRODUCER, is WITHOUT an EQUAL.



THE AUTOMATIC ATTACHMENT as it appears attached to a Gordon.

AN AUTOMATIC WEB FEED ATTACHMENT

FOR GORDON PRESSES

Why not equip one of your Gordons with this Attachment? Automatic Feed, with Independent Units to Slit, Cut, Punch, Perforate, Number, Count, Two-Color, Rewind, Etc. A Gordon equipped with our Attachment and such Units as your work requires is instantly transformed into an Automatic, profit-producing machine, efficient and dependable, and at small cost.

INCREASE your INCOME by installing this SIMPLE, ECONOMICAL, PROLIFIC PRODUCER.

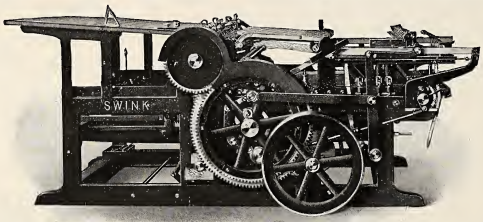
THE TOLEDO WEB PRESS MANUFACTURING CO., Toledo, Ohio, U. S. A.

FOR GOOD COLOR PRINTING

at low operating cost, or for general work at maximum speed; for ease of operation, noiselessness and longer wearing qualities; for distribution, accuracy of register and rigidity the

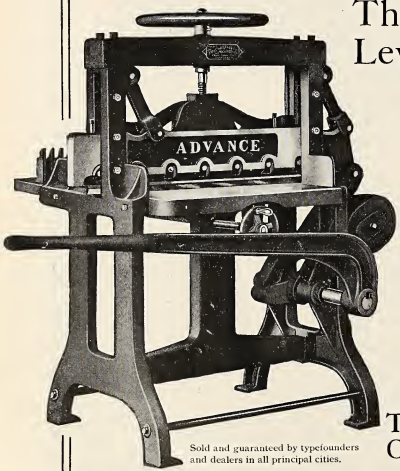
SWINK TWO-REVOLUTION PRESS

surpasses all the rest. Send for our catalogue and sample sheets.



THE SWINK PRINTING PRESS COMPANY

General Office and Factory: DELPHOS, OHIO



Sold and guaranteed by typefounders and dealers in all principal cities.

The Closest Approach to Lever Cutter Perfection

THE wide-spread popularity of the ADVANCE LEVER PAPER CUTTER rests upon the mechanical excellence of the cutter itself and the universal "boosting" of the thousands of pleased owners.

In strength, convenience and provisions made for keeping cutter accurate and true, the ADVANCE easily leads all competitors. In *easy cutting qualities* the ADVANCE far excels—is simply beyond comparison. It is this labor-saving feature—the most desirable of all in a hand-operated machine—that has made the ADVANCE famous and given it the name, "The Easy Cutter." Send for illustrated catalogue.

The Challenge Machinery Company, Grand Haven, Mich.
Chicago Salesroom, 124 So. Fifth Ave.



THE FRANKLIN COMPANY

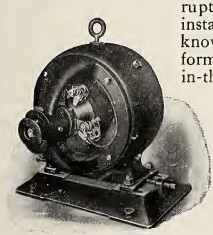
DESIGNERS, ENGRAVERS
OF PLATES BY ALL PROCESSES
ELECTROTYPERS, CATALOG
AND BOOKLET PRINTERS

720-734 S. DEARBORN ST.
CHICAGO

Peerless Motors

Mean All-Day Service

And why? For the reason that each motor is made for a specific purpose; therefore the printer, publisher, engraver or electrotyper can insure against interrupted service by installing a motor known for its uniform, every-hour-in-the-day service.



Before you buy any other motor, send us your wants; let us submit estimate and prove our claims.

You should have our illustrated catalogue and know of our plan of selling, prices, etc.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

Sales Agencies:

CHICAGO, 1536 Monadnock Bldg. NEW YORK, 43 West 27th Street
And All Principal Cities

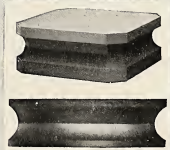


IT is not a question of just rubbing the edge on your paper cutter knife when you use the

CARBORUNDUM MACHINE KNIFE STONE

This stone cuts the edge on—cuts it quick and clean, leaving it smooth and keen, so that the knife will cut stock without feathering.

Then, too, you don't need to even take the blade out of the machine—the stone just fits the hand—the groove protects the fingers.



It's the stone that postpones the need of grinding—saves your knife—saves your stock—saves your time.

Made in two styles, round or square—from your hardware dealer or direct, $1.50.

The Carborundum Company

Niagara Falls, N. Y.

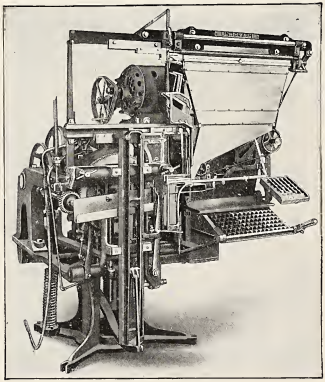
THE LINOGRAPH

Now Ready for Delivery

PRICE, $1,800.00

SIMPLICITY AND EFFICIENCY GO TOGETHER

Mr. Publisher: When you invest your hard-earned dollars in a slugcasting machine you want to be sure that it will be possible for you to realize good returns on your investment. This you can best secure by purchasing a machine so simply constructed that your own men can undertake to operate and care for it without first receiving extensive instruction. The LINOGRAPH answers these requirements in a most satisfactory way.



You will find that the LINOGRAPH is well made, and by such methods that all parts are fully interchangeable, so that repairs can be made without fitting the new parts.

The statement has been made that the LINOGRAPH parts are hand-made, and we wish to correct this erroneous impression, for we have spent a large amount of money and time in perfecting many special tools, jigs and fixtures, which enable us to furnish accurate and interchangeable repair parts.

Your investigation of the LINOGRAPH is earnestly invited, and if you can visit the factory, we shall be glad to show you how the LINOGRAPH is made in detail.

Write for catalog or any information you desire.

THE LINOGRAPH COMPANY, Davenport, Iowa

THE LINOGRAPH

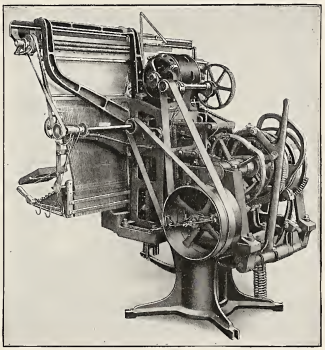
Now Ready for Delivery

THE IDEAL ONE-MAN MACHINE

Comparing the LINOGRAPH with other slugcasting machines, you will find:

That it is easier to change magazine on the LINOGRAPH than on any other slugcasting machine.

That it is the only machine where the distributor is within easy reach of the operator from the front of the machine.



That there are over 1,000 parts less in the LINOGRAPH than in any other successful slugcasting machine.

That the matrix supply is in every way equal to that of the most expensive machines, and in some respects greater; for of the seven characters most frequently used there are twenty-four matrices for each key—four more than found in any other machine.

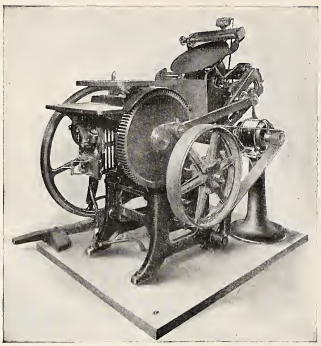
That the composition produced by the LINOGRAPH is as good as can be produced from any slugcasting machine.

That the speed at which it can be operated is limited only by the ability of the operator, and that a complete change of face and measure can be accomplished as quickly on the LINOGRAPH as on any other machine.

PRICE, $1,800.00 WHEN SOLD ON EASY TERMS.
PRICE, $1,650.00 IF SOLD FOR CASH.

Write for further information.

THE LINOGRAPH COMPANY, Davenport, Iowa



Small Westinghouse Motor Driving Job Press

Exactly the right

Westinghouse Motor

can be applied to drive each machine used by printers, binders and engravers

The great reliability and high efficiency of these motors enables their user to turn out the maximum amount of work at minimum operating and maintenance expense.

Their design is the result of long and careful study of the operating conditions, so that they are thoroughly satisfactory in service.

Full information on request.

Westinghouse Electric & Mfg. Company

East Pittsburgh, Pa.

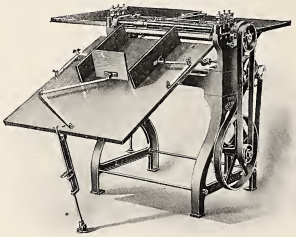
Sales Offices in 45 American Cities



Small Westinghouse Motors Driving Stitchers

If You Are a Careful Buyer

You will never pass this proposition without giving due investigation and considering what the "NATIONAL" means to the modern print-shop.



This Crimper, Scorer, is Produced by Experienced Builders — Men Who Have Studied the Weak Points Detected in Other Machines — Then Improved

A FEW FEATURES:

Equipped with two sets of crimping spools, so arranged that the second set creases down the upward crease made by the first set—result, a very smooth crimp, perfectly flexible, without loss of strength.

Spools can be set to crease any width from one crease to 1½ inches.

Specially designed ironing spools will iron out any of the creased portion.

Micrometer adjustment provides for $\frac{1}{1000}$-inch adjustment, securely locked, assuring perfect tension for different weights of paper.

24-inch machines carried in stock. Other sizes made promptly to order.

Creasing spools made for wide, narrow, basket-weave, or sectional creasing.

Send for samples and prices.

Other products, National Rotary Perforator, National Rotary Type-High Cut Planer, National Automatic Proof Press.

☛The loose-leaf and paper manufacturers should be *thorough* in their investigation when ready to purchase a Crimper, Scorer.

Agencies in Principal Cities

National Printing Machinery Company., Inc.

Head Office and Factory, Athol, Mass.

"MILLERIZED"—A HIT WITH "COMPS"



Saws, Trims, Miters, Notches, Undercuts, Bevels, Rabbets.

Miller Universal Saw-Trimmer

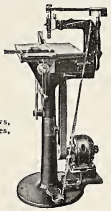
Wanted—20,000 Ad and Job Men to get "Millerized" —a veritable instruction book on the Miller equipment. Sixty illustrations. Dull finish paper. Embossed deckle-edge cover. A post-card brings it. All about—

That's the Miller

The only Accurate Type-high Planer for the Printer
Will plane ordinary sized cuts five per minute

EASY TO OPERATE. EASY TO BUY. EASY TO PAY FOR.

Order through your dealer **Miller Saw-Trimmer Co.,** POINT BLDG., PITTSBURGH, PA.



Routs, Drills, Jig-Saws, Broaches, Planes Type-High

Miller Router and Jig-Saw

Typesetting Machine Engineers' Journal

23 Duane Street, New York

A monthly magazine devoted to composing-room machinery, edited and published by practical machinists.

Complete patent records of inventions applicable to typesetting and typecasting machinery in all countries—a feature.

$1.00 A YEAR



Gain 50% in Floor Space

THAT'S what the Yawman & Erbe Mfg. Company recently wrote us concerning their Revolvator. Sometimes a Revolvator saves less. Sometimes more. But it always enables you to get more material into your warehouse.

The main reason why the Revolvator accomplishes this is because it has a revolving base, allowing the greatest possible flexibility and positively eliminating rough handling so that injury to the products of the Yawman & Erbe Company has now been done away with.

If you want to know how the largest manufacturing concerns, paper-mills, dealers, etc., in the country have greatly reduced the cost of handling material, ask for a copy of Bulletin 18, "Scientific Tiering." 33B

N. Y. Revolving Portable Elevator Co.
351 Garfield Ave. Jersey City, N. J.

The Juengst Gatherer-Stitcher-Coverer

WILL do five operations, namely, gather, collate, jog, stitch and cover, at one and the same time, thus saving floor space and labor.

The number of operators necessary to produce 3,000 books per hour, of ten sections, would be five.

Also

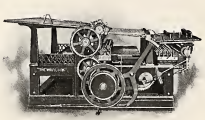
Juengst Gatherer-Wireless Binder

WHICH does four operations at one time, namely, gather, collate, jog and wireless bind, producing 3,000 books per hour, which lay *flat when open,* with five operators.

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

The WHITLOCK PONY



Front Fly Delivery

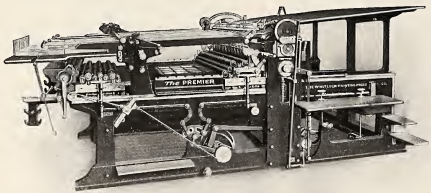


Printed-side-up Delivery

BUILT IN SIZES 22 x 28, 27 x 31 AND 28 x 40

Runs from 10% to 25% faster than any other Pony press. Simpler, smoother running, with as perfect register, as rigid impression, as thorough (mainly more thorough) distribution, as enduring, and (most important of all) more productive in every way on all classes of work than any other Pony.

The PREMIER



BUILT IN SIZES 28 x 41, 33 x 45, 36 x 48, 41 x 52, 43 x 56, 45 x 62 AND 47 x 66

THE BEST OF ALL THE TWO-REVOLUTION PRESSES

In whose design are incorporated every correct, successful and meritorious feature and device possessed—here one, there the other—among all the other makes of Two-Revolution presses.
Bed Drive, Impression, Distribution, Delivery and its other functions are unapproachably superior. They unitedly contribute to a printing product of the highest quality in the greatest quantity at the very lowest cost of production.

THE PREMIER—THE WHITLOCK PONY

are the BEST of ALL the Two-Revolution Presses

Let us tell you about them

AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas, Portland, Vancouver—American Type Founders Co.
Atlanta, Ga.—Messrs. J. H. Schroeter & Bro., 133 Central Ave.
Toronto, Ont.—Messrs. Manton Bros., 105 Elizabeth St., Canada West.
Montreal, P. Q.—Geo. M. Stewart, 92 McGill St., Canada East.
Halifax, N. S.—Printers' Supplies, Ltd., 27 Bedford Row, Maritime Provinces.
London, Eng.—Messrs. T. W. & C. B. Sheridan, 65-69 Mt. Pleasant, E. C.

The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

DERBY, CONN.

NEW YORK, 23d Street and Broadway
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

Royal Proofs



Class Distinction in Royal Electrotyping

THINK of your next set of Half-tone Color Plates as going through the Royal Plant, associating with work of this class.

The standard of excellence in the Royal Plant is fixed at one hundred per cent. Royal workmen are skilled through practice on the highest type of duplicate plate-making, and you may as well take advantage of it.

So ship that set of color plates to-day, if you can, and don't discount your originals by neglecting the standing invitation from the Royal Plant.

Read the Royal Address to Your Stenographer

ROYAL ELECTROTYPE COMPANY
616 SANSOM STREET PHILADELPHIA

"Just Press a Button"

and

STOP or START

Your Press

INSTANTLY



Have you considered the importance of

AUTOMATIC PRESS CONTROL

With the Monitor System of Automatic Control, all possibility of injury to presses, motors or circuits is eliminated. The motor is started, stopped, locked, reversed, accelerated or retarded at the will of the operator by the mere pushing of a button or the pressing of a lever.

Monitor Controller Company

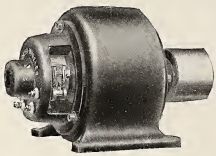
111 South Gay Street, Baltimore

NEW YORK, 30 Church St. CHICAGO, 575 Old Colony Bldg.

PHILADELPHIA, 804 Penn Sq. Bldg. BOSTON, 141 Milk St.

2108

Crocker-Wheeler Motors



We always carry a complete line of stock motors, alternating current and direct, in our warehouses, located at advantageous shipping points in various parts of the country. Write or wire your requirements to the nearest of our offices listed below.

Crocker-Wheeler Company

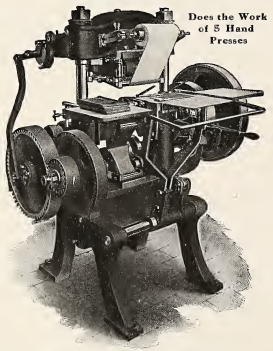
Ampere, N. J.

Offices at

Baltimore	Cincinnati	Indianapolis	Philadelphia
Birmingham	Cleveland	Los Angeles	Pittsburg
Boston	Denver	Newark	Salt Lake City
Buffalo	Detroit	New Haven	San Francisco
Chicago	Houston	New York	Syracuse

What Do You Think of the

"Krause" Automatic Gold Leaf Stamping Press?



Does the Work of 5 Hand Presses

Write for Samples and Particulars

Sole American Agents:

H. HINZE MACHINERY CO., Tribune Bldg. **New York**

Are You Alive

To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States

GUARANTEED

FLAT FLAT

GUMMED PAPER

Appears Only on "IDEAL" Brands

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

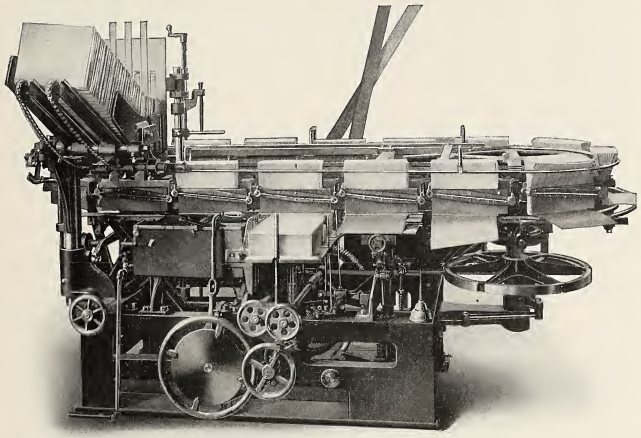
Ideal Coated Paper Co.

BROOKFIELD, MASS.

New York: 150 Nassau St. Chicago: 452 Monadnock Bldg.

IF YOU COVER MAGAZINES, CATALOGUES, OR TELEPHONE DIRECTORIES, ETC., YOU ABSOLUTELY CAN NOT AFFORD TO BE WITHOUT THE

SHERIDAN COVERER



12-inch machine covers books 7½ inches x 5 inches up to 12 inches x 8 inches.
16½-inch machine covers books 10 inches x 8 inches up to 16½ inches x 11½ inches.

ITS USE MEANS

A great improvement in quality.
An immense reduction in cost.
An enormous increase in output.

At this time we can offer special inducements as to prices and terms. Write to-day and tell us when to send our salesman.

T. W. & C. B. SHERIDAN COMPANY

Established 1835

OFFICES AND SALESROOMS
56 and 58 Duane Street, NEW YORK 607 South Clark Street, CHICAGO
63 Mount Pleasant, LONDON, W. C., ENGLAND



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality, and with our nickel-steel shell are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

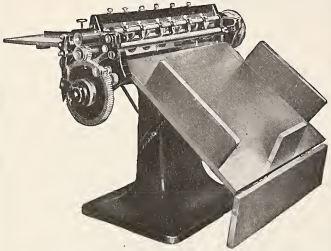
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO.

24-30 South Clinton Street, CHICAGO

Universal-Peerless Rotary Perforator



Hyphen-cut Perforation, Knife-cut Perforation, Slitting Heads, Loose-leaf Creasing Heads. Gang Scoring Heads for Booklet Covers. Straight Line of Perforation Guaranteed. Perfect Register. Three Sizes, 30 in., 36 in. and 42 in. wide.

Catalogues on Application. Sold by all Dealers.

MANUFACTURED BY

A. G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

BRONZING MACHINES

for

Lithographers & Printers

Guaranteed in Every Respect

BRONZE POWDERS

We Do Repairing

SEND FOR CATALOGUE AND PRICES

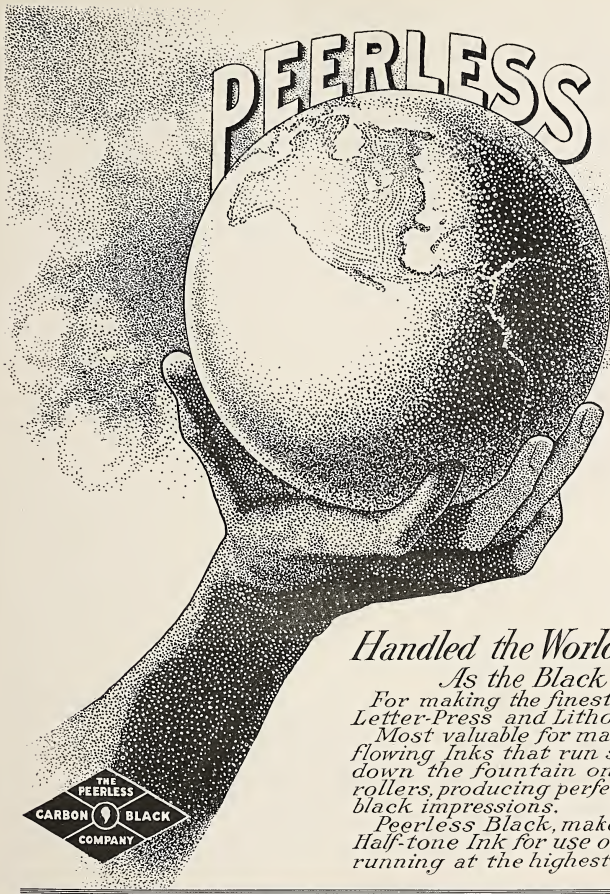
Manufactured by

Robert Mayer & Co.

Suite 420, 200 Fifth Ave., New York

Factory: Hoboken, N. J.

Seattle San Francisco Boston



THE PEERLESS CARBON BLACK COMPANY

Handled the World Over

As the Black

For making the finest Half-tone Letter-Press and Litho-Inks.

Most valuable for making easy flowing Inks that run smoothly down the fountain on to the rollers, producing perfectly clear black impressions.

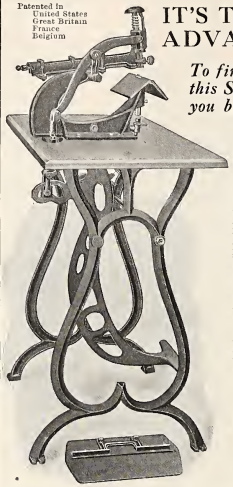
Peerless Black, makes the best Half-tone Ink for use on presses running at the highest speed.

THE PEERLESS CARBON BLACK CO.
PITTSBURGH, U.S.A.

BINNEY & SMITH CO. – Sole Selling Agents
81-83 FULTON STREET. NEW YORK CITY.

BRANCH OFFICES IN EUROPE
63 FARRINGDON STREET, LONDON, E.C.
KAUFMANNSHAUS 179 HAMBURG.
90 RUE AMELOT, PARIS.

Patented In
United States
Great Britain
France
Belgium



IT'S TO YOUR ADVANTAGE

To first investigate this Stitcher before you buy any other.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economical and expeditious manner.

The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street,
Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

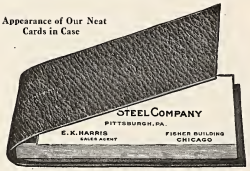
725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

We Are Taking Your Customers

because you *don't care for all of their business.* You prefer to have them send their money to us instead of paying it to you. That suits us all right, but we would rather you would supply all your customers' needs, because you would soon supply *all your customers.*

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

and that would very considerably enlarge your business as well as ours. We would mutually profit. You may refuse to believe it, but the best customers will have our cards. Nothing else will answer. They are using them and will continue to use them, whether you believe it or not. It is a matter of business with them, and with us, and it will be with you if you will investigate. The time for investigation is now. These cards are absolutely unique in card manufacture; carried in book form in a genuine seal leather case, they are detached one by one as used and all edges are smooth. Prove it to yourself. Send for tab and prices.

The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

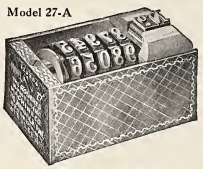
52-54 East Adams Street Chicago, Ill.

Roberts Numbering Machine Company

Successor to THE BATES MACHINE CO.

696-710 Jamaica Avenue, Brooklyn, N. Y.

Model 27-A



For General Job Work

Absolutely Accurate

Fully Guaranteed

Side Plates Without Screws

Always in Stock

Five Figure-Wheels

№ 12345

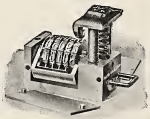
Facsimile Impression
Size 1⅛ x ⅝ inches.

ROBERTS' MACHINES

UNEQUALLED RESULTS
MAXIMUM ECONOMY

No Screws

To Number Either Forward or Backward



View showing parts detached for cleaning

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

Buckled, Crinkled

and other deformed stitches are not born of

Brehmer Stitching Machines

Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

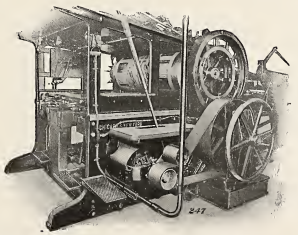
With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain.

CHARLES BECK CO.

609 Chestnut Street, Philadelphia

Robbins & Myers Motors



The Saving of Time

rather than the cost of power is the important factor when considering electric drive for printing machinery. To start, stop or reverse a press instantly, to run it at exactly the best possible speed for each class of work, to eliminate all waste from dirt and dripping of oil, to have the space overhead and the gangways clear—consider what this means in a busy printing-office.

The Robbins & Myers Co.

Main Offices and Factory:
SPRINGFIELD, OHIO

BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

SUPERFINE
KING ENAMEL
SUPERFINE

KING PAPER COMPANY

KALAMAZOO, MICHIGAN

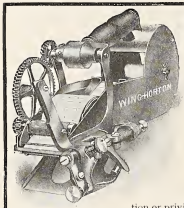
MANUFACTURERS OF

Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

King Offset Book and Label

Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch. Free from fuzz. *Send for samples to try out*





From Month to Month,

Since January, 1913, through the medium of this advertisement readers have been told what was done in Wing-Horton Mailers, during 1911.

I hereby beg to acknowledge that I have been tardy in turning over a new leaf, but writing ads. is not my hobby.

However, there is something still doing in Wing-Horton Mailers, for which I am receiving orders most every day.

Prospective customers need not hesitate in sending orders, for I am prepared to make immediate delivery on all sizes, with full guarantee of satisfaction or privilege to return. Also descriptive circular covering prices gladly sent on request to

CHAUNCEY WING, Mfr., Greenfield, Mass.

Printers can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

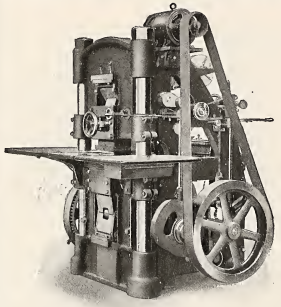
NON-CURLING GUMMED PAPER

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country. *Write for Samples.*

Samuel Jones & Co.

WAVERLY PARK, N. J. **Established in England 1811**

Carver Automatic Die and Plate Presses



Size 6 x 10 inches.

Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

6 x 10 in. 4½ x 9 in.
3½ x 8 in. 2½ x 8 in.
2½ x 4 in.

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

SECOND PATENT SUIT

Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy	No. 586,337	J. M. Cooney and H. L. Totten	No. 759,501
J. R. Rogers	No. 619,441	R. M. Bedell	No. 787,821
J. R. Rogers	No. 630,112	P. T. Dodge	No. 797,412
D. A. Hensley	No. 643,289	D. S. Kennedy	No. 797,436
J. R. Rogers	No. 661,386	D. S. Kennedy	No. 824,659
C. Muehleisen	No. 718,781	M. W. Morehouse	No. 826,593
J. W. Champion	No. 719,436	T. S. Homans	No. 830,436
D. A. Poe and W. H. Scharf	No. 734,746	T. S. Homans	No. 837,226
J. L. Ebaugh	No. 739,591	R. M. Bedell	No. 848,338
P. T. Dodge	No. 739,996	T. S. Homans	No. 888,402
J. K. Van Valkenburg	No. 746,415	J. R. Rogers	No. 925,843
S. J. Briden	No. 757,648	H. Plaut	No. 955,681
W. H. Randall	No. 758,103		

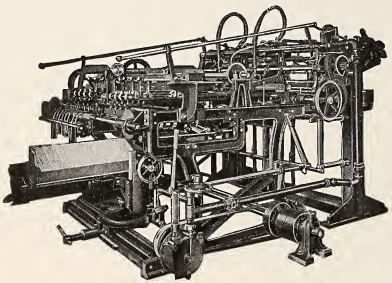
We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

O. Mergenthaler	No. 614,229	J. R. Rogers, Reissue	No. 13,489
O. Mergenthaler	No. 614,230		

MERGENTHALER LINOTYPE CO.

TRIBUNE BUILDING, NEW YORK

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators. Equipped with combing-wheel automatic feeder or with hand-feed table.

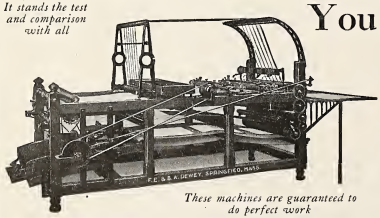
CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

It stands the test and comparison with all



These machines are guaranteed to do perfect work

You Should Know Why

the DEWEY ruler stands at the head of its class in point of *service, perfection and satisfaction.* Its up-to-date achievements have won favor among those who have examined and installed it in their binderies.

Buying a ruler is an investment that should be accorded careful selection, and why not investigate our line before you purchase or add equipment?

Manufactured since 1863, but with improvements since 1910

WRITE FOR CATALOGUE

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

New York Office — W. E. ROBBINS, 29 Murray St.
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

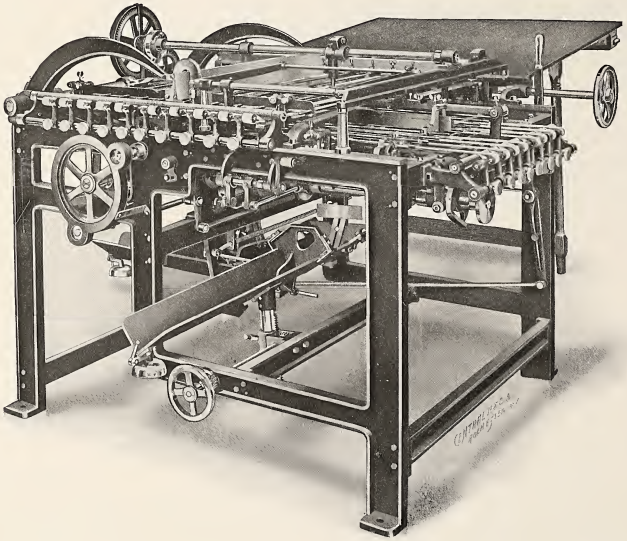
COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

No. 133
Book and Catalog Folder

Write for Details



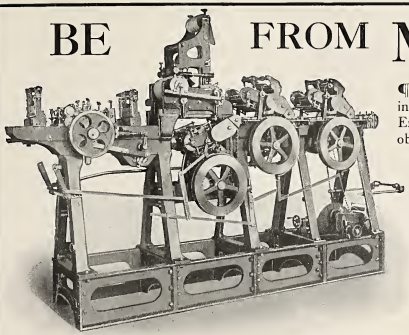
MADE BY

Brown Folding Machine Company

Erie, Pa.

NEW YORK, 38 Park Row
ATLANTA, GA., J. H. Schroeter & Bro.
CHICAGO, 343 South Dearborn St.
DALLAS, TEXAS, 1102 Commerce St.

BE FROM MISSOURI



¶ When we showed the manager of a large printing-plant that already included several *older* New Era Presses, a sample of the splendid distribution obtained on the *new* presses, he said, "I'm from Missouri and you will have to show me the press actually doing that job before I will believe you can do such good work on your machine." We *did* show him, and as a result he ordered a new press.

¶ The New Era is a high-speed flat-bed and platen press built in sections. Assembled to print as many colors as desired on one or both sides of paper; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs.

LET US SHOW YOU WHAT **THE NEW ERA PRESS** CAN DO FOR YOU

BUILT BY **THE REGINA COMPANY**

Manufacturers of High-Grade Specialties

217 Marbridge Building, 47 West 34th Street NEW YORK CITY

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street 111 Washington Street

BROOKLYN, N. Y.



"Hoole" Check End-Name Printing Machine

A Job of 500 End-Names can be set up and run off on the "HOOLE" Check End-Name Printing Machine at a cost of nine cents, and the work will equal that of the printing-press. Let us refer you to concerns who are getting the above results.

Manufacturers of

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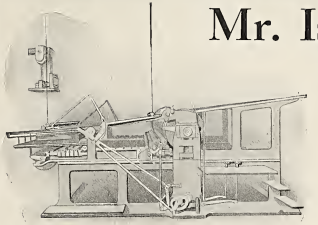


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At that time he had equipped 5 presses. To-day (1913) he has **16 presses** equipped and authorizes us to say that his endorsement is 6 years stronger than it was in 1907, for the Neutralizer has stood the test of time.

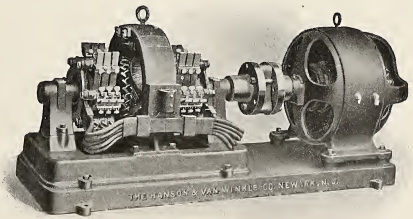
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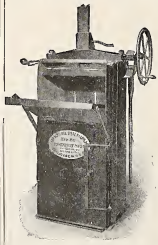
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S. D. WARREN & CO., 161 Devonshire Street, Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated Book Papers

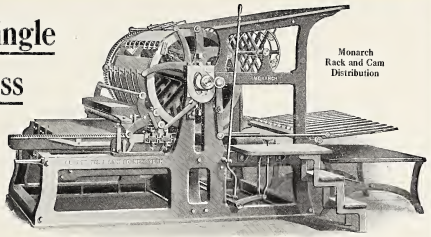
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Grand Rapids, Mich., Central Michigan Paper Co.	Pittsburgh, Pa. - - The Alling & Cory Co.	Vancouver, B. C. American Type Founders Co.
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Monarch Rack and Cam Distribution

has proved to be the most profitable to employ on country newspapers. Many of these presses being regularly operated at 1600 impressions and over per hour. Besides the printing of newspapers, it is difficult to place any limit upon the grade of work that the Cottrell Single Revolution Press is capable of doing. Show printing and poster work are almost exclusively handled on this style of press, and it is better adapted for the printing of street car cards, hangers and other work on heavy stock, blank books, county, state and city records, than even the best two-revolution press.

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The Cottrell Drum Cylinder Press which we bought in 1900 has given *very eminent satisfaction* in every sense of the word. We use it mostly for printing our weekly paper (eight pages) and posters ranging in size from 10x16 to 30x44. It does all this work excellently. It is also light-running and requires but little for upkeep. It's easy to handle and every part easy of access; so we find it an *ideal press* for the country printer. In short, we cannot say too much for the Cottrell Drum Cylinder Presses. The man who buys one will not make a mistake or will he regret his action.

TOM B. LUSK

Salisbury, Md.

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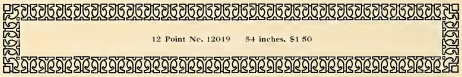


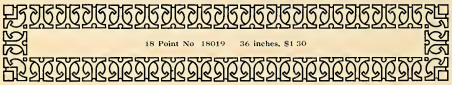














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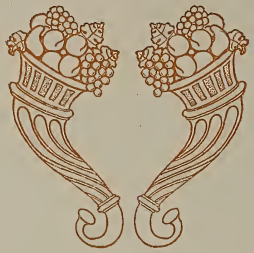
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With promi$e $till to yield again
another $tore, and lay
Its burden$ at our feet to prove
that Providence ne'er $leep$
But aye provide$ for all our need$
and every promi$e keep$.
No poverty exit with God,
man make$ it for his own:
His world beet with $in and $hame—
for these must he atone.

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Printed by
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Vol. 52 NOVEMBER, 1913 No. 2

The Proofrooms of the Greater New York Newspapers

By C. A. HARTMAN

IT is estimated that the seven leading daily newspapers of the metropolis print more than two thousand pages of reading matter weekly. Most of this is news; a large part of it is advertising, display and classified; a portion is editorial matter, and not a few columns of this space are made up of pure rot. But all of it is read in the proofrooms of the seven great dailies, and the number of proofreaders engaged in the mental gymnastics necessary to do the work is one hundred and forty-nine.

A perfectly upright efficiency engineer would tell you just how many words, columns, pages or sticks of matter each reader handles during the week, and with a split-second watch in hand would determine the time lost in readjusting a split infinitive; but such is not an essential feature of this story.



HERBERT W. TWIDDY,
Herald.
Dean of the Head-proofreaders.

Reading proof on a New York city daily newspaper is different from the art anywhere else on earth. Thanks to the inscrutable wisdom of the scale-makers of Big Six Typographical Union, boy and girl copyholders are no longer permitted; two readers occupy a desk and each does his trick of duty in reading or holding copy; and in the majority of cases the reader holding copy has the worst of it unless he be endowed with a divine sense of second, third, and hind sight.

Owing to the mammoth Sunday editions of the New York papers, some of them one hundred and twenty pages to an issue, the regular force employed is unable to do the work demanded of the proofroom, hence is created work for extras on Thursday, Friday and Saturday nights. These extra nights, added to the subbing given out by the regulars who are compelled by union rules to "lay off" when they have accumulated eight hours overtime, make it possible for a fairly large "sub.-list" to make a living in the busy season, but what becomes of the subs. in the dull season when the papers are

Entered as second-class matter, June 25, 1885, at the Postoffice, at Chicago, Illinois, under Act of March 3, 1879.



WALTER E. CHASE,
World.



PIERCE P. HURLEY,
American.



JOHN S. MCCABE,
Times.

laying off their regulars no one has ever been able to determine.

The apportionment of the one hundred and forty-nine readers among the seven largest daily newspapers of New York city is given below. Statistics as to the number of extras employed on Thursday, Friday and Saturday nights are omitted.

		Readers.
World — Regular force	23	
Lobster shift	2	
Day force	6	31
Herald — Regular force	23	
Day force	6	29
American and *Journal* — Regular force	17	
Lobster shift	5	
Day force	5	27
Sun — Regular force	15	
Day force	6	21
Times (one force)	19	19
Tribune (one force)	12	12
* *Brooklyn Daily Eagle* (one force)	10	10
Total		149

Among the head-proofreaders, Herbert W. Twiddy, of the New York *Herald,* is the dean, having had eighteen continuous years of service at the head of the *Herald* proofroom, and a total of twenty-four years' service as a proofreader on that paper. Mr. Twiddy was born in Brooklyn, and is well known throughout the Sunday-school world. He was for many years the associate superintendent of the Sunday-school of the Bushwick Avenue M. E. Church, Brooklyn, the largest Sunday-school in the Western Hemisphere. Mr. Twiddy is now the assistant superintendent of the Sunday-school of Janes M. E. Church, Brooklyn.

The heads of the other proofrooms are: New York *World,* Walter E. Chase; New York *American,* Pierce P. Hurley; New York *Evening Journal,* Edmund V. Armstrong; New York *Sun,* Harry D. Somerville; New York *Times,* John F. McCabe;

* The *Brooklyn Daily Eagle* force has been reduced three situations in the past few years. This paper has no overtime in the proofroom and puts on no extras during the rush or busy season. From 26 to 30 seven-column pages are printed daily and from 64 to 72 pages Sunday.

New York *Tribune*, William N. P. Reed; Brooklyn *Daily Eagle*, Robert M. Campbell.

There have been so many changes affecting the proofreaders on the New York daily newspapers, that it is claimed by some that proofreading is now a lost art. It is interesting to record the views of William N. P. Reed, the head of the proofroom of the New York *Tribune*, who comments on the future of the profession and suggests a possible method of recruiting the readers of the next generation. Mr. Reed says:

"There is to be observed a marked change from the conditions of fifteen or twenty years ago. In the eighties and nineties the proofroom force of a morning daily was composed of and recruited from the more intelligent and ambitious among journeymen printers. Apprentices, whether officially recognized as such or not, crammed and studied so as to become competent to 'sub.' and hold situations in the proofroom. The reason? Well, then most readers received from three dollars to five dollars above the prevailing scale of wages and there were, besides, other perquisites that made reading more attractive: vacations with pay, early 'slides' and somewhat shorter hours than were required of the rest of the composing-room force.

"The enactment of the so-called Priority Law by Union referendum, and the few increases in the scale of wages that have been achieved locally, however much the first may have benefited the weak brother who could not stand alone or the second may have put more money into the pay envelopes of other composing-room employees, have proved hardships to the proofreader. The Priority Law tied him down as with cables of steel to the situation he had when it was enacted; and pay increases in most cases did not benefit him at all.

"For the past few years most of the vacancies in New York newspaper proofrooms have had to be filled from the 'floor,' the places often going to men whose advancing years made reading more agreeable to them than the physically more trying work on case or machine. And, since there is little or no new blood coming into the profession, by which comparison might be made, the old-time printers are found to



William N. P. Reed,
Tribune.



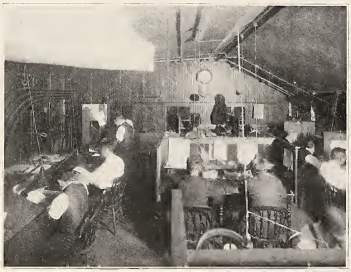
Edmund V. Armstrong,
Evening Journal.



Robert M. Campbell,
Brooklyn Daily Eagle.



Proofroom in New Annex of New York *Times*.



Section of Proofroom, New York *Herald*.



Section of Proofroom, New York *American*.

develop into acceptable journeymen proofreaders, although they are nearly always wanting in an important requirement for newspaper work — speed — and seldom develop professional class.

"As a rule, your apprentice of the present refuses even to try to learn to become a proofreader. He knows that the work requires a much greater degree of concentration and a superior educational equipment than are demanded or expected of employees in allied departments, and in New York the pay is no more, though in most other cities proofreaders receive slightly above the scale. One young man put it thus: 'I don't want any part of the proofroom in mine. I don't know everything and never shall, and I can't deliver infallibility for thirty-three dollars a week, and I wouldn't do it for that money if I could. Every mistake that anybody connected with the sheet makes — every error all down along the line — business office, composing-room and editorial and reportorial departments — is up to the poor reader. He's the goat! And the "dub" "dissin" type or setting up "dummies" gets just as much money.'

"That young man's estimate tells the whole story.

"When the present generation of readers shall have ceased comma-chasing and worrying the compositor, those requiring competent and efficient proofreaders will have to take the customary industrial method of

getting them; that is to say, the remuneration will have to be made comparatively more attractive than that received for work less arduous and requiring no assumption of responsibility."

Edward E. Horton, Sr., of the New York *Herald* proofroom, has been a valiant exponent of a uniform style in the New York city proofrooms. Mr. Horton says: "In the half-decade, 1890-1894, 'style,' an essential element in the character of self-respecting papers, fell before the disease speed-mania. The meticulous proofreader listened nightly to the command: 'Let good enough alone! If it reads, let it go at that!' when but a few days previously, censure was his for, say, improper division of a word. The pi(e)-bald condition of newspapers was attributed to the machines — which is a libel, for as every one knows, excellent results are obtained from that marvelous instrument.

"Upon the death of Style, chaos in proofrooms developed. If punctuation were ever an art, it became a lost art; if an abiding desire to adhere to the rules of syntax were among the honest proofreader's assets, that asset was perforce wiped out — time did not permit 'fool markings'; if the proofreader specialized in facts, if he knew, in normal circumstances when not under stress, how properly to spell the names of persons and things living and dead, his memory failed him at the word 'rush'; if he



Proofreaders New York *American*.



Proofreaders New York *World*.



Proofreaders New York *Tribune*.

had a nice perception of clearness of diction and insisted upon correcting errors — in a word, if he worked honestly at his commendable task of correcting flaws in the output of writers and compositors, his name became anathema; he was an 'undesirable,' because his work clogged the wheels of progress!

"It is only fair to set down here that in New York city to-day there are several head-proofreaders who stand valiantly by their guns in the effort to protect the reading public from wretched typographical work. Their task is herculean, their reward small.

"The decadence in the art of proofreading is accentuated further by the 'system' now in vogue in at least one newspaper plant in this city. 'Horsing' is the name applied; but why another name, inelegant but forceful, is not used is no fault of the writer. This remarkable 'system' saves the proofreader's voice, because he does away with the services of a copyholder and 'senses' the matter before him. True, Typographical Union No. 6 thought so ill of this 'system' that it threw safeguards about its proofreaders, holding them not responsible for errors escaping in 'horsed' matter; true it must be that newspaper owners — business men all of them — fearing libel suits, would not tolerate the 'system' were all of its frightful risks made clear to them, and true that but for this criminal 'economy' many proofreaders seeking work could obtain it; yet the cheap and miserable method has fastened itself upon the remnant of decency left, and newspaper proofreading as we knew it a quarter of a century ago is no more.

"Our bid for fame now lies in the convincing manner with which we can say eye-ther and nye-ther for either and neither; the facility with which we can eliminate the cipher from the list of numerals and substitute therefor the letter o; how gracefully we can describe a parabola with the left forefinger to denote the presence of capital letters in proof to the copyholder's averted eyes; how vigorously we can rap the desk, imitating Spiritualistic mediums, to signify that caps are present in proofsheet, the while emitting a Vesuvius of words in response to the injunction 'rush.'"

Supplementing Mr. Horton's remarks, an example may be cited of one of the large dailies, and we think there is but one that permits it, which compels its readers to "skim" through classified "help" and "sit." advertisements. "Read only the name and address," is the order. And the result: Many a poor devil who had begged or borrowed fifteen or twenty-five cents to pay for the insertion of an ad. has never received an answer. A well-educated teacher of languages desires tutoring, an expert mechanic wants work in his line, a soprano or alto singer would engage with a church choir, and lo! their ads. appear, the teacher classified as a chambermaid — lately landed, the mechanic as a dishwasher, and the soprano singer as a colored washerwoman who "will take work home by the dozen."

Such a system of proofreading is unfair to the business management of a newspaper, unjust and disloyal to the advertiser whose last cent, perhaps, has been invested in the ad., and utterly demoralizing to a conscientious proofreader.

No story of the proofrooms of Greater New York would be complete without

a word concerning the proofroom of the New York *Times,* situated in one corner of the composing-room of the new *Times* annex. This room is cool, comfortable and well ventilated. There is an absence of noise that is refreshing, owing to the wisdom of its designers in locating it remote from the machines and from those strong-armed patriots of the make-up who pound the forms so vigorously with mallet and planer. The Lamson carrier service noiselessly delivers proof and copy of ads. and news matter, and picks up and distributes ad. and news proofs to their proper destinations in different parts of the composing-room. The entire equipment is fully up-to-date, including sound-proof reading desks and two fire-proof metal cabinets for the storage of proof and copy, so arranged that there is a locked compartment for each day of the month, and storage room for two months at a time.

"On the Street"

No. 2

By WILLIAM ERNEST

LIKE most beginners, I suppose, I had an idea that my friends who were in business for themselves would be glad to place orders with me; in fact I relied on them to give me a start. Now I know what a foolish idea this was, for up to date I have received but one order from a friend and that was a competitive job on which my figures happened to be the lowest. Another time I gave an estimate on some of his work and lost it by a dollar and a half. So much for friendship. He would gladly have given me a dollar and a half had I been in need, but in a business transaction friendship was no consideration.

And thus a fond illusion was dispelled. I keep calling on my friends, of course, but instead of asking for their work I now ask them if I may submit quotations.

Some buyers, I am told, are willing to pay a good price for a better grade of work, but if any one should ask me now whether quality was much of a factor in selling printing, I would say no. It has been my experience so far that price is the first consideration, service next, and quality last. Our firm can truthfully boast of high-class work, yet, in the vernacular, that seems to "cut no ice." Am I wrong, or is this the hasty conclusion of an inexperienced salesman?

After the disheartening friendship calls had been made it was my next duty to cover an allotted territory in a manufacturing district. From the telephone directory our office manager had compiled a list of firms in that district, and I was to call on them, talk with the buyers if I could, find out their names so that we could send our monthly house-organ to them personally, find out what business the firms were engaged in, leave a card in each place and write this information, together with the date of the call on "prospect-follow-up" cards which I carried.

It is a long walk from the shop to the beginning of that particular route, so I boarded a street car, and on the way prepared and rehearsed a little speech that I intended to recite to each prospect. It ran something like this: "Are you at present in the market for quotations on printing of any kind? If so, I would be very pleased to submit figures on anything you may have. The firm I represent has a reputation for high-class work, and our equipment is such that we can give you the best in quality, service and price." That, I figured, ought to get them interested, and I would then show samples of our work. I took it for granted that the buyers would place their time at my disposal. I saw visions of the future in which they were clamoring for my advice on matters pertaining to their printing — willing to give me their work for my ideas.

So with a determination to teach these men something about printing, and with my little speech learned by heart, I made my first call in a strange place. When I entered the office my courage began to ebb, but I conquered a desire to run out of the place and boldly presented my card to the information clerk. She directed me to the buyer and soon I found myself mumbling my interrogation about being in the market, etc., to the back of his head. He let me finish the question, but before I could get any farther he looked up and gently dismissed me with these words: "No, Mr. Ernest, I am not interested at present. But I will keep your card and let you know when anything turns up." I thanked him and walked out, without getting his name, and with a feeling that somehow my selling plan was not working successfully. Why was I not allowed to say my say, I thought.

The next call was a heart-breaker. I had no trouble in getting to see the buyer, but as luck would have it he wanted figures on ten thousand bills of lading and duplicate sheets. I wanted to take the copy away with me and submit quotations in writing, but that would not do; the copy was not to be given out. Finally I had to confess that I knew nothing about estimating and was told that I should not presume to take up a man's time unless I could talk business with him; a good point, but rather discouraging to a beginner. When I reported this incident to the office manager, an experienced salesman, he laughed and said that until I had learned how to estimate the only way to get around that difficulty was to tell the buyer that I did not care to give off-hand estimates, as I was bound to cheat myself: if my price was too low I would be the loser, and if the price was too high I would lose the work. I have used this argument several times, but it does not work in all cases.

Well, somehow I managed, in three days, to cover that territory, and at the end I was sick at heart, sore-footed, and with a lost faith in the politeness of mankind, for not once had I been allowed to get all the way through my carefully prepared speech. Then, too, I had failed to get more than half of the buyers' names. But the worst of it all was that I had to withdraw quotations on the only job that I brought in to be figured on during those three days. It was a reprint of five thousand manila envelopes about six by nine inches in size. I was instructed to get a price on these envelopes and what to specify, so I phoned for a price and was given the figure of four dollars and twenty-five

cents. The office manager made out the rest of the estimate and I added the cost of the stock, with ten per cent for handling, took the quotations back and got the job. The ticket clerk noticed that the cost of the stock was rather low and immediately called the manager's attention to it. He saw the mistake at once. I had asked for a price on five thousand envelopes and did not know that the price given was per thousand. So I had to take the order back and apologize — and I lost the job, of course.

By this time the advantage of keeping a record of buyers' names was very apparent, and when covering the territory next given me I was particular about filling out the "prospect-follow-up" cards properly. Not only will the buyers' names make mailed advertising literature more effective, but they are a great help to a salesman when making follow-up calls. One can then step into a place and ask if Mr. So-and-So is in, instead of asking who buys the printing and being told by some disinterested information clerk that "we are not in the market for any printing just now, and besides the buyer is very busy." In my short experience I have only once had cause to regret that I used a buyer's name to get a hearing, and it will probably never happen again. The first time I called at this particular place the buyer was out of town, but I found out what his name was. Several days later I made a second call and asked in rather an intimate manner if Mr. Blank was in, stating who I was, but neglecting to present my card or to tell the name of the firm I represent. It so happened that Mr. Blank had made an appointment with another Mr. Ernest and he immediately called me in, thinking I was the other man. Perhaps you can guess the rest? He was very peeved when he found who I was, and informed me that he was too busy a man to be bothered by salesmen; that he had sense enough to call in a printer if he wanted an estimate; and that it was useless to waste his time, as well as my own, in calling on him. I have not called there since.

Sometimes a salesman can get himself into a very embarrassing predicament by assuming too much. Here is an instance: In one place the purchasing agent had been pointed out to me, but as he was talking to another man I stood a little way from his desk awaiting my turn. I heard some talk about printing, estimates, electrotypes, etc., and concluded that the other man had given him a price on some printing. So when he left I asked, with a grin, if I might submit quotations on that job. Come to find out, it was for a job of electrotyping, and instead of being considered a wide-awake salesman, as I had planned, I presume the buyer thinks I am a tin-eared eavesdropper.

Another time I got to talking with a buyer about the cost of printing. He informed me that he bought most of his printing in August, as that was usually a dull month for printers and he could get a better price on his work. I proudly informed him that "our concern would not take a job at cost under any circumstances." "But what about your overhead expenses?" he said. "Your rent, insurance, etc., go on just the same, business or no business, and I consider it advisable in dull times to take work at the actual cost of production, if necessary, or even a little below, in preference to keeping price up and losing money." I said that it was a good point and walked out, for I knew that he would get me

into a hopeless tangle if I stayed any longer. Perhaps an experienced salesman could have intelligently argued against price-cutting, and if so I hope some day to hear this point settled from an authoritative standpoint.

I believe that it is poor policy and a waste of breath to argue with a buyer who states decisively that he is perfectly satisfied with the prices, quality and service on the work he is getting and would not consider quotations from another printer, but there was one time when I broke this rule. Three times I had called on a concern that bought a great deal of printing, and each time was told that there was nothing on hand at present. That sort of a reception was not a bit discouraging, so I made a fourth call, and this time was told that I was wasting my time, as one printer had been doing their work for years and there was no possible chance for me. My reply was such that I was told not to call again: "Mr. Dash, if you had told me this in the first place I would not have wasted any of your time or my own either. If one of your salesmen called on me and I knew I would never buy any of your goods I would tell him so, instead of holding out hopes, and let him devote his time to *possible* customers." I did not raise myself a bit in my own estimation by making this reply, and perhaps it showed very poor judgment. But all these points I hope to understand in the future, and what better way can one learn than through experience.

Printers of Note—John Day

By WALTER C. BLELOCH

ONE of the very eminent English printers who became famous in the profession and who left behind him numerous examples of his proficiency in the art was John Day, born in 1522. The name has also been written Daye and, by a French authority, D'Aije.

Those who have previously written of Day do not appear to be of one mind regarding his early history except to state that his first work appeared about 1546. Just how and where he got his start in printing is evidently open to question. Upon one point they are a unit — John Day was a master of his trade who introduced a number of very great improvements tending toward the development of the art. Among these improvements were the use of the "Saxon" letter in type form and the beautifying and redesigning of what is now known as "italic." These two type-faces were cut by Day for the works of Bishop Parker (one of his patrons), who was very desirous of having his books printed in type-faces better than the ones used during that period. He is also credited with having made a vast improvement in the Greek letter, and is said to have illustrated his works with numerous



John Day's mark.

maps and drawings. In 1553 he obtained a license for the exclusive printing of an English catechism, as well as a number of other books written by the Bishop of Wenton and other prominent divines; in 1577 he obtained a license to print the Psalms of David.

John Day, like other early printers, was forced to suspend business for a period during the religious wars and flee to a place of safety. In 1556 he returned to England and resumed business, becoming very prominent in the trade and known for the excellence of his work. Possibly because of the religious wars, his efforts appear to have been centered upon the production of works relating to religion. Among these might be mentioned Tyndale's Bible of 1549 and Matthew's Bible of 1551, both of which are highly regarded by bibliographers. The best-known book issued by him is undoubtedly "Fox's Book of Martyrs," published in 1562, and of which he was called upon to print several editions. This work has been issued in different forms by other and later printers and continues of interest to the present day. All told, he is said to have issued about two hundred and fifty works, many of which were illustrated by the leading artists of the period. His imprint was rather large, the centerpiece showing a sunrise and a male figure awakening a sleeping figure; across the center were the words:

Arise, for it is Day.

That large families had no terrors for him is evidenced by the fact that Day was twice married and the father of twenty-six children. In 1583 he presented to the Stationer's Company the copyrights to a number of his books, to be used for the benefit of the poorer members of the company. One of the sons, Richard, who had been associated with him for a number of years, succeeded to the business upon the death of his father in 1584. On John Day's grave in Suffolk is a rather lengthy epitaph, beginning:

Here lyes the Daye, that darkness could not blind.

And closing with:

Daye spent in print his wealth,
But God with gayne returned his wealth agayne
And gave to him, as he gave to the poore.

While Richard Day became quite prominent in the art, he did not succeed in accomplishing anything really remarkable, nor did he make for himself a reputation that could compare with that of his father. Stephen Daye, the first printer in America (1639), is said by some to have been a grandson of John Day and to have possessed many of his qualifications.

THE OLD PRINTER

I wonder why such fame adheres to printers' work in ages past, and why each guy sets up and cheers and says such work must ever last: Sure, I can print as good as you or any other print of old, though holding print on clay and glue makes any printer's feet turn cold. Give me the stuff them old guys had to do their work and I'll just bet I'll show you work'll make you wise and work the ages won't forget. If I'd the time to sit and brew all kind of dope them old guys did, I tell you there'd be mighty few but would be glad to lift their lid to me and say my wondrous skill adorned the time in which I glowed. And as for Dick, or Steve or Bill, they'd laugh and say, Oh, them be blowed.

A Systematic Tie-up

By BERTRAM B. UDELL

MANY printers do not realize the importance and utility of a good tie-up. Generally speaking, any way that is quick is good enough for most of them. Then, again, most of those who do not realize the importance of it are not acquainted with the right method and their tying is more or less a failure.

The system which I am about to explain is not altogether original, as the fundamental idea was shown me several years ago by a "traveling" printer who hailed from New York, but by long use and study I have been able to develop it into a thoroughly systematic tie-up. Like most advanced ideas it has been ridiculed and called a "waste of time" by printers at first, only to receive their acceptance and praise upon closer investigation.

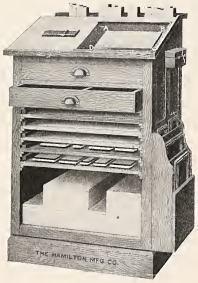


FIG. 1.

Generally when a job is set up no one knows how many times it may have to be handled, proved or shifted from one stone or letter-board to another, and these things are the first test of a tie-up. Many a job or page is so nearly pied by the time it reaches the lock-up man that he is obliged to put in as much or more time getting it back into shape as he does in locking it up for the press.

The second, and by no means the least test of a tie-up, is the untying, which, in the customary method, often causes pi because the string catches and tangles in itself. This is especially true when several pieces of twine are tied together, forming knots in a tie-up, a practice which should not be tolerated in a well-regulated composing-room.

Of course the first essential to a good tie-up is good, new twine. Short pieces tied together, as before stated, should never be tolerated. In fact, it is a positive loss to use the same twine more than once, for the time spent in saving and coiling it alone costs more than the new twine, to say nothing of the loss caused in uncoiling and often even untangling it, and then having it break in a worn place

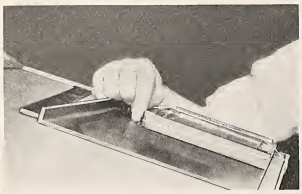


FIG. 2.



FIG. 3.

during the tie-up. Five cents a day for a ball of twine to each compositor would be cheaper; but in my experience a ball of twine lasts a compositor an average of three days, which means less than two cents a day.

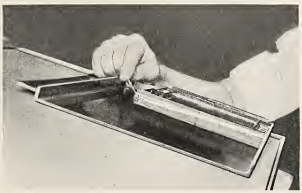


Fig. 4.

Now for the tie-up proper. Have your ball of twine in a box, preferably fastened to your "frame" at the right side as you face it. Figure 1 shows the Dorsey compositor's working cabinet with a twine box attached in proper position. Start at A (Figure 1), holding the end of the twine in the left hand, and wind from the ball to the right (toward B) with the right hand. The first time around cross the end at A as shown in Figure 2, drawing the twine as tight as possible before taking away the left hand, and leave an end about an inch in length. The second round wind above the first at B and keep above at each corner during the whole process. When you reach A, the second round, hold the end of twine up and cross it again, as in Figure 3. The third time around pull the end out and wind above it as in Figure 4, in which position you leave it during the remainder of the operation, woven in a sort of basket weave that makes it impossible to pull out.

At this stage the twine has nearly reached the top of the slugs around the job, and it is here the customary tie-up specially weakens, for, instead of planning some way to continue winding each time against the slugs and type, it is done on top of what has already been wound, crossing and recrossing the twine many times and adding very little real strength to the tie-up. Instead of this old way, we now push the form down and out from the edge of the galley a convenient distance, place a line gauge (or pica reglet) flat in the bottom front edge of the galley and slide the form snug against the edge of the line gauge, leaving free access to all sides of the form (see Figure 5). With a composing-rule the three rounds of twine already wound are pushed down at each corner to within a pica or so of the bottom. During all of this operation the winding end of the twine is held tight, and now the winding proceeds, never crossing what has already been

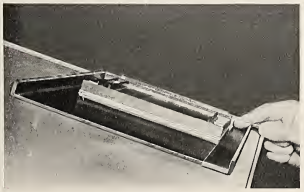


Fig. 5.

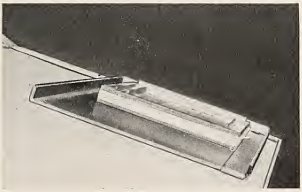


Fig. 6.

done, and drawing the twine as tight as possible each time around at corners B and D, Figure 1, until you are within a pica or so of the top of the slugs, according to the size and nature of the form.

Fastening the end is another important part of the work, as it needs to hold and at the same time be easily unfastened. The fastening may be done at any one of the four corners, but I have usually used the bottom of the page, opposite the starting point, or the corner marked D in Figure 1. The plan is as follows: Hold the twine tight around the corner in the left hand; with a composing-rule in the right hand push the twine under all that has been wound, from the top down; pull through enough to form a loop that you can get hold of and draw up snugly into the corner, drawing the winding end up with it; then reduce the loop to about half an inch in length by pulling the twine up slowly, and cut off, leaving an end sticking up about half an inch long. This the lock-up man can easily find and pull out; at the same time, if properly done, it will hold until it *is* pulled out. (Figure 6 shows appearance of the completed work.)

The form will untie like a new spool of thread, with never a hitch, and will "stand the racket" of handling. Besides, many forms that would not "lift" with the old tie-up may be handled safely with the new.

Where reglets or furniture are used at the ends instead of slugs, it is necessary to push the form up on the galley with the line gauge at the very beginning in order to get the twine around it, as the furniture is no higher than the sides of the galley. This can be done without undue danger with the edge of the line gauge. Push the form down on the galley first, then up just the width of the gauge, and then slide the gauge to the bottom of the galley. The tying operation is the same as before, except that a little more care is needed because the form has nothing to hold it together.

In reading this article you may get the impression, as others have from watching the operation, that this method of tie-up consumes lots of time, and it undoubtedly does at first, but with a little practice the knack may be acquired so that a form is tied up as rapidly as by the old method, and the numerous advantages of having pages and forms properly tied up will develop more and more by practice until you will wonder that you hadn't thought of it before. My humble opinion is that a careful tie-up is conducive to careful composition, for which there is a great and growing demand.

LITTLENESSES

Careful in little we step by step advance,
Making all thorough and leaving naught to chance,
Our work perfecting with a craftsman's pride
Through all our ways; thus are we justified.

The Correspondent's First Letter

By F. LEE ALLEN

THERE ain't such a sight of news this week. Things have been running pretty smooth, 'cept for the robbery down to the post-office, in which the postmaster after chasing one of the robbers and got a load of buckshot in him, got the money back, then got shot by the other robber on his way back, who got back the money the postmaster got.

I've been looking all over town for some news to write, there hasn't been a calf born for two months here, nor a death, nor a birth, except the postmaster's death, and you might mention he was a highly esteemed fellow citizen.

I came pretty near getting a funny story, you could have run in your joke department, from the clerk down to the hotel; he'd started off telling me about it, it was about his mother-in-law, when a fellow came in and interrupted us, asking for a guest that was stopping there. Just then the fellow the other fellow was looking for, came into the office and the first fellow marches up and claps him on the shoulder, and says:

"Ah, Mr. Rocks, I've served that subpoena at last." The other fellow smiled. "You could have found me here at any time during the last two weeks," he said.

Then in the general conversation to find out what it was all about, the clerk forgot to tell me the story. But I'll get it next week for you, and he says it's a side-tickler.

I wish you would send me some paper to write on and a half-dozen pencils for I can find the news, and when I do, I will write a whole lot about it.

P. S.— As I came down by the meeting house to post this letter I saw Sam Halloway up on the roof, and it looks like they were going to shingle it. It needs it bad enough.

P. P. S.— Somebody just told me that the young folks of the Dramatic and Social Culture League are going to give a home talent play, "Out in the Streets."

Maybe I'd better hold this letter a couple of days, until some more news shows up.

P. P. S. S.— I've held it — nothing more to write. Please pay postage due and take from my pay.

THE GOAT

I wish that many years ago, when I, a little boy, was stumbling up the steps of life and found but little joy in tumbling down as much as up, some level-headed soul had pointed out the way for me to dodge each trap and hole. Though preached and prayed at day by day, and sometimes night by night, the kids go blundering right along in just the same blame plight, when well I know if I had got the dope just when most needed, I wouldn't be the goat I am, you bet I'd have succeeded.

THANKSGIVING DINNER

I love to go to Grandma's, but on Thanksgiving Day
She comes to our house because her's is too small they say,
For Uncle Bill and Uncle Joe and Grandaunt Merridew,
With Auntie May and Auntie Jane and Mister Pettigrew.
They all come with our cousins and we have the bestest fun
Before we're called to dinner just when the turkey's done,
Sue brings it in, the turkey, all shiney-like and brown,
An' cranberries all rosy red, and when she sets them down
She looks around and laughs to Ma, and all us kids agree
Our Sue is just the *nicest* girl — an' she's awful good to me,
Most times that is, I mean, for she's awful bossy when
I go into the kitchen and she runs me out again,
Cause I want to see the goodies, the jelly and the quince
All molded out in little shapes, and pies and jars of mince,
And celery all white and crisp and mashed potatoes, too,
Though Grandma she likes hers, she says, with their jackets
poppin' through;
An' everybody's happy; my, it seems just like a dream —
Say, Sue is got a 'sprise for us — *we're goin' to have ice-cream!*

CARMEN H. McQUILKIN

EDITORIAL

A PICTURE-TITLE contest, based on a cartoon by John T. Nolf, is offered to our readers this month. Mr. Nolf is a printer. The cartoon is a creation of his own fancy. What it may mean to the imagination of the average reader will depend very much on that reader's experience and outlook on the struggle for existence, as well as the manner in which he is personally affected as a participant in the struggle. A deliberation on the selection of an appropriate title must necessarily create reflections which of themselves must tend to stimulate new aspirations and resolves for self-betterment. For these reasons and to save the contest editor as much trouble as possible we have placed this contest on the voters' list. The titles will be published and every reader of THE INLAND PRINTER will have a chance to vote which one of the titles submitted comes nearest in his opinion to expressing an idea of the meaning of Mr. Nolf's cartoon.

DISCUSSING the theories of Lombroso, the great criminologist, a writer in the daily press comments that Lombroso was a type of a class of scientists who put their minds on a problem and then detached that problem from all extraneous matter with such scrupulous care that a molehill becomes a mountain simply because there is nothing with which to compare it. In much the same way business men are prone to concentrate their minds upon some particular grievance and magnify it to proportions out of all relation to the interest involved. So long as business exists, for example, price-cutting will exist. It is the trend in general for manufacturers or dealers, under competition, to give as much as they can for a minimum return so as to hold and increase trade. According to the degree they can improve the quality and service they render so far are they removed from the influence of this trend. Mistakes and miscalculations will occur, and work will at times be sold for less than it is worth. But to take such instances as proof that organizations for the purpose of educational work in business affairs, for the purpose of establishing a code or standard of trade usages, and for all other valuable and desirable objects in an industry are failures, is to build a molehill into a mountain — a mountain that will do more to shut out its builder from the sunshine of prosperity than any other self-created obstacles we can conceive.

"THE dummy evil has nothing to do with the physically afflicted, though it has much to do with the morally deficient. Printers make a sample in blank of the work they propose to make for a customer, and this gives a very clear and exact ground upon which the customer may justly build his hopes. To make the representation still more exact and its fulfillment more certain it is a common practice for the printer to obtain the dummy made up by the paper-house. A dummy may cost as high as five or six dollars or more in material and labor, a charge made, or if not made adjustable in the inscrutable and multitudinous ways that the inventive mind of the expert figurer can readily devise. A printer who secured an order recently under this procedure, calmly instructed the paper-dealer to send him a lighter weight paper than that contained in the dummy for the reason that the lighter weight would do just as well as the heavier weight shown in the dummy and the customer would not know the difference.

Medical records show some wonderful instances of life sustained under conditions where nearly all the senses are absent. Hearing, sight, taste and touch were so nearly absent in one poor wretch that he could not be said to have them at all. Yet he found some means to give expression to the living I Am imprisoned in him. Imagine how difficult it must have been to convey to that imprisoned spirit any conception of the meaning of hearing, seeing, or of taste or touch! With some such despair must we regard any attempt to convey the meaning of honor or honesty, much less business sense to the defective trafficker in the deceptions of the dummy.

The Typographical Union on the Cost System.

Peculiar significance attaches to the announcement by the editor of the *Typographical Journal* that as the result of careful consideration he has determined that a series of articles or letters on

the cost system which has been so largely occupying the attention of employers will be of interest and benefit to the members of the Typographical Union, and that he has made arrangements for the publication of such articles in the *Typographical Journal*, the first of the series to appear in November, Frank J. Ellick, general manager of the Omaha Printing Company, contributing the initial article. The Typographical Union taking hold of both ends of the printing game and bringing these ends together will complete the cycle of efficiency, though some sparks must fly at the points of contact.

The "Big Brother" Idea.

To impart a just view of the possibilities of any career in life is a duty that is almost imperative upon those who have experience to those who are setting out on the way. The apprentice and his training, the printer of the future and his technical equipment, are subjects that are taking a forward place in the discussions of printing-trade problems at the present time. There is a key to all problems, and the key to the apprentice problem in at least one of its most perplexing phases lies in the means of bringing out the best qualities of mind and character of the youth committed to the trade, and cultivating and developing these qualities and characteristics sedulously and persistently. The laxity of the American home discipline, the good-humored cynicism of our business and social life, and the precociousness of our youth, all incline to make our regard for the voice of wisdom, however hallowed by time, experience and good intent, as antiquated and mawkish sentimentality. How perverted human nature may become when left to grow like a neglected weed some distressing examples recently offered in the daily press have shown. They seem remote from the subject-matter for a trade-paper, but these facts are here. We are living as citizens in the conditions which create them, and we are considering the making of apprentices in the printing trade as the means of perpetuating that trade with minds centered in the main to make good workmen of these youths for our own sake.

The attitude we take toward our duty is epitomized in our question, "Where shall we obtain desirable youths for apprentices to the printing trade?" We must ask ourselves, "What have we to offer?" We may teach the principles and the details of the various technical branches, but there is so much more to do, so vastly much that will never reveal itself except as a revelation of character, probity and honor. Within the printing trade there should be some form of organized effort to consider and apply measures for character-making in the young men who are under instruction. The suggestion does not imply that we should have a reformatory or even a Sunday-school, but that there are opportunities which should not be neglected to aid our youths in their pleasures and avocations and studies by meeting with them, getting their views of their prospects and aims; giving confidence for confidence out of our own experience. Many of our printers are active workers in various ways in social betterment and moral uplift. The printing trade would be greatly helped if some of these good works could be brought into activity on behalf of the youths who will be printers in a few years. There are many sides and many opportunities to be considered, and perhaps enough has been said at this time to draw out the advice, approval or disapproval of our readers on this phase of the very old apprentice problem.

Patronage, Friendship, and Graft.

How serious in general is the evil of ulterior influences in the purchasing of printing materials and supplies? In other words, are quality and service the determining factors in selecting and purchasing materials? A printer does some service for a friend. He may have had the happy privilege of introducing that friend to the young lady who now shares the joys and sorrows of life with him; or the printer may have placed his friend in touch with a business opportunity which has made his financial future. The tendency is, therefore, that any printing that friend can control or influence will go to the beneficent printer. If there is any fault to be found with the printing it will be laid at the door of some one or some thing, but not to the printer. We reverse the picture, and let the printer be the recipient of the initial favors and the dealer or manufacturer, inkmaker or papermaker, be the good and helpful one. The printer's patronage will go to him exclusively. Travelers and salesmen will know that there is no chance for them in this printer's plant. The field is fully occupied, and occupied so completely that the disgruntled hustlers are prone to assert with an air of finality that the favored dealer or manufacturer is financially interested in the printing business of his appreciative friend. Thus patronage grows on friendship.

A printer meets a salesman under circumstances which permit the salesman to use his talents as a friend-maker for his house. The courtesies the salesman is able to extend are surrounded with such a bright little halo of personal good will that the printer is in doubt which he appreciates most, the courtesies he has received or

the manner in which they have been extended. He does know that he had a very lively feeling of friendship for the genial salesman, and his orders to the house represented by the salesman testify to that influence. The printer may on occasion have received greater favors from representatives of other houses in the same line, but the medium of communication in the shape of the salesman and the circumstances did not possibly reach "those chords in the human heart," of which Mr. Guppy reminded Mr. Jobling. Hence we find that the influence of the fortunate salesman is whispered to be of a shady complexion, and, well — you know!

"He's a mighty nice, gentlemanly chap. I like him fine. Whatever he says about his goods is right as far as he knows, and so I like to buy from him, and I'm going to give him all the orders I can. If there is anything wrong with his stuff he'll make it right." This is in effect the attitude of a good many printers to some salesmen. Their personality creates friendships for themselves and their goods.

Bill Smith is a pressman and is well and favorably known to many pressmen and employers. He is a good pressman, a friendly soul, and a hustler. He is offered a chance to be city salesman or to go on the road for an ink house or a supply house. Bill certainly has a disposition to use his friendships for all they are worth. The ink or paper or whatever he tries to sell undoubtedly have qualities that printers should respect, for Bill respects them or he would not try to sell them. He must have goods that will stay sold on their own merits. So Bill and his personality and his friendships are the mediums of introduction. Bill has an allowance for expense money to be used at his discretion. He makes a good sale to an old friend in the pressroom and he feels good over it and sends over a box of cigars. His friend the pressman may in confidence relate a little story of difficulties financial and domestic, and Bill may slip a five or a ten dollar note over to his friend with a remark that it will do for "something for the baby." There are probably mixed motives inspiring Bill's kindly act. A very corrupt and dangerous motive may be ascribed or a very noble and gracious one. Bill's real idea is to do a kind act and at the same time cement an old friendship still more securely for the good of the house. But an investigation of the facts would make things look very black for Bill and his friend. The friend bought goods and "got a graft."

In the altitudes of human affairs, the empyrean heights of diplomacy, when the diplomats, the salesmen and negotiators of the great nations of the earth, come together to trade for countries or the spoils of war, amicable discussions are flavored by the odors of many banquets, lunches and dinners. So on down the line we follow the policy of drinking, smoking and feeding as factors in effecting arrangements, sales, or purchases — supplementing these factors with their equivalents in coin or "other good and valuable considerations," as occasion may seem to require.

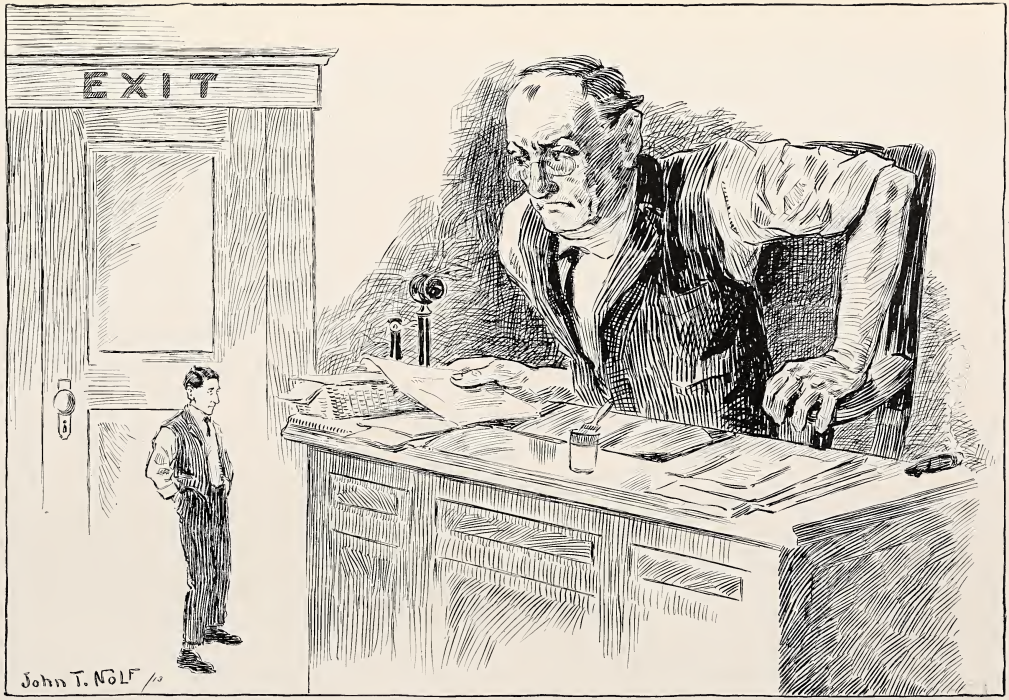
The needs of the man who buys the goods for his employer become known or he makes them known to the salesman or to the salesman's boss. He may ask for a "little loan," and get it. Now we are getting on very thin ground.

If the loan is refused, the house stands to lose more than the loan in loss of business. The borrower may intend to repay the loan — when he is asked for it. But the house can not afford to ask for it. The memory of the loan subsiding, another loan may be floated. The business may ultimately be lost for some reason, and the house and its embryotic loan agency is naturally suspicious and peevish about the "graft" in the printing business.

Taking the employer's friendships and preferences, and the friendships and preferences of his superintendents and foremen who purchase goods, and the traces of pure graft in their transactions with supply men will be found almost negligible except where it is fostered by houses too supine to resist the subtle influences of our business methods but willing enough to vaguely condemn to suspicion the whole printing tribe.

If the employer arranges to control his purchases himself, the procedure is simple. Let all purchases be made on requisition from the department requiring them. Some employers do purchase under this system, apparently, but not really; for the article and the house from which it is to be purchased is designated in the requisition, and the employer thus becomes merely the clerk between the foreman and the supply house. It is questionable if anything could be gained in the long run by the requisition under the strict control of the employer, for the reason that if the employer thinks enough of a foreman to keep him in his employ he must think enough of him to trust him. If he hampers him in his work by red-tape methods he may have a chance to get another foreman or convert a good man into a time-server.

These are problems which must be approached candidly and judged on their merits. The dividing line between the amenities of business and graft is clear enough to be seen by those who want to see it. Those in possession of the facts regarding dishonest transactions can not serve themselves or the trade by general denunciations while unwilling to produce the evidence.



WANTED—A TITLE FOR THIS PICTURE.

(A year's subscription will be given for the most acceptable title for the above illustration.)

Titles must not exceed fifteen words. Only one title must be given on a sheet of paper, accompanied by the writer's name and address. The title and the writer's name and address must be submitted by themselves; no correspondence should be enclosed in the envelope. Address: Picture Contest Editor, The Inland Printer, 632 Sherman street, Chicago. The titles submitted up to the time of going to press will be published in the December issue of THE INLAND PRINTER. The receipt of titles will close on January 10, 1914, and the full list of titles submitted will be published in the February INLAND PRINTER. The readers of THE INLAND PRINTER will be invited to select the best title in their opinion by vote. The votes will be tabulated and the contributor of the title receiving the greatest number of votes will receive a year's subscription to THE INLAND PRINTER.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

SCIENTIFIC ACCURACY AND COLOR.

To the Editor: DAVENPORT, IOWA, Oct. 10, 1913.

In the current issue of THE INLAND PRINTER there is a letter from J. F. Earhart under the heading "Scientific Accuracy" and Color. Mr. Earhart seems to be considerably mixed about the word "value." He first quotes the Century Dictionary definition which specifically states "The idea of hue being abstracted," and then applies the definition to cover color (hue), stating "A color may be *out of value* in its relation to other colors in a printed job, because of its being too light or too deep to keep its place in the general scheme. It may come forward too much in one case or recede too much in the other; and in either case be *out of value*. In such case it should be modified so that it may have its proper *value* in relation to the other colors in its immediate vicinity."

And yet he states that "This (The Century) definition, as applied to the arts, is the only one worth while."

And the Century Dictionary definition specifically abstracts "the idea of hue."

Would it not be better worth while for Mr. Earhart and the rest of the trade to try to come together on some terms whose definition and application all will understand and agree upon?

First, Values: Confined strictly to light and shade—the stronger the direct light (higher) and the darker the shadow (lower) the nearer the object comes to the front or foreground; and follows, of course, the lower the light and higher the shadows the more the object recedes into distance or *tone*.

Second, Tone: Atmospheric envelopment or veil—growing more impenetrable (dense) as distance increases.

Third, Color or Hue: Intensity, brilliancy or purity. Of the three terms the first is perhaps the best. As any color becomes enveloped by *tone* it recedes, which is to say its intensity is lessened and vice versa.

These three terms are basic and cover the foundation in both painting and printing.

All colors (pigmentary, and these are what we work with, not spectral colors) in their greatest intensity or purity have certain relative values, light or dark, between white, the highest, and black, the lowest colors.

To bring a set of colors to the same relative intensity is comparatively simple, but to bring them to the same relative color value is pretty difficult. This is all capable of scientific demonstration but is not under discussion here, however. If printers, then, could all think and talk in the same terms and with the same understanding of those



COTTON BOLLS FROM THE "SUNNY SOUTH."

terms, much and endless confusion might be avoided, and while the terms and definitions I have used above may not be suitable I would urge that some recognized authority in the trade give the fewest terms with the simplest definitions possible and thus relieve printers of a constant source of misunderstanding. PX.

ANENT THE ANDREWS-EARHART CONTROVERSY.

To the Editor: CHICAGO, ILL., Oct. 10, 1913.

Have just finished reading Mr. Earhart's letter in the October INLAND PRINTER. Mr. Andrews has been of great assistance to us in selecting color combinations for our various boxes, and the color-schemes he has selected are not only beautiful but have a strong pulling power, as they are based on the psychology of color. Mr. Earhart seems to object very strenuously to his use of the term "Value." I know that this term is being taught in the Chicago Kindergarten Institute, and believe that it is being used quite extensively in the graded schools of the East.

J. K. FARLEY, JR.,
President Farley Candy Company.

FROM THE LAND OF COTTON.

To the Editor: SUMNER, MISS., Sept. 20, 1913.

Thinking perhaps some of you have never seen cotton bolls, I am enclosing two open bolls — ready for the negroes to pick — and one green boll. By cutting into the green boll you can see how the cotton is formed. The cotton goes into the gin as soon as it is picked, where the seeds are removed. It is then baled and shipped. The seeds are ground, like apples for making cider, and the oil is squeezed out by powerful hydraulic pressure. The cakes are then baked and afterward pulverized. The meal makes excellent feed for cows.

I can remember when the seeds were scattered over the fields for fertilizer. Now they sell for $20 a ton.

The samples enclosed are what we call short staple cotton — worth at present about 15 cents a pound. I can remember when it sold for 6 to 6½ cents. Long staple cotton commands a premium of about 5 cents a pound usually over the short staple.

Day after day, from September 1 to Christmas, I can look out any time and see wagons going past loaded with cotton. They haul a bale on a wagon, before it is ginned — a big wagon with sideboards.

Yours truly,
CARLTON M. BROSIUS,
Editor The Herald-Progress.

NOTE.— The letter of Brother Brosius was evidently not intended for publication, but the cotton bolls were regarded with so much interest in connection with his informing note that we have photographed the bolls and print the letter and the engraving as indicative of the enterprise of a wide-awake editor in booming the interests of his community.— EDITOR INLAND PRINTER.

THE JUVENILE MIND.

Jimmie giggled when the teacher read the story of the Roman who swam across the Tiber three times before breakfast.

"You do not doubt a trained swimmer could do that, do you, James?"

"No, sir," answered Jimmie; "but I wondered why he didn't make it four and get back to the side his clothes were on." — *Chicago Daily News.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

GLASGOW union printers are becoming restless because of the dilatoriness of the masters in accepting an invitation to have a conference on the subject of wages and hours.

A BRILLIANT example gives the comforting assurance that printing does pay. It is reported that ordinary shareholders in Geo. Newnes (a printing corporation) get fifteen per cent, while ordinary shares in M'Ewan's brewery beget only six per cent.

JOHN DYSON, who on October 22 celebrated his eighty-fifth birthday, still sets type in the office of the Peterborough *Advertiser*, where he has worked fifty-seven years. He really does not need to do so, as the paper is owned by his sons, but he says he must work at the trade "for the benefit of his health."

THE printing-craft classes of the Manchester School of Technology began their fall and winter session on September 22, with day and evening courses. The fourth-year course now includes lectures on cost-finding and estimating. The work of this school covers so many details of the graphic arts that space does not admit of listing them.

FLEET street, London, is fast losing its reputation as the center of printing, though it may be some time before the newspapers get away from their present premises. There is very limited opportunity in this part of the city to extend the plant of a successful firm, and it is overly expensive to buy out neighboring concerns in order to add a new wing. Hence those who desire to spread are going to other parts of the city or country.

THE *Scottish Typographical Journal* prints some wise counsel, which, while addressed to workmen in the craft, applies equally well to the people at the head of printing-plants, who should join the Ben Franklin Clubs and other organizations whose purpose it is to advance the interests of the trade. Under the caption of "Get In or Get Out!" this is what our interesting contemporary says: "This, no doubt, will seem to many a harsh and summary counsel to give as regards those workers at a trade or occupation who will not join the union of workers connected with that trade. It may be somewhat arbitrary, but it is quite logical. When you think the matter out, is there a meaner being going than the man who will not join the union of the trade at which he is employed? It is not only that he is a menace and a hindrance to any advance being made in that trade, but when anything is gained he, who has done nothing to bring it about, shares in it as well as those who have risked all for it. Of course, he objects, on principle, to being a trade-unionist, but he does not object, on principle, to take what others have wrought for and is not morally his. *Principle* and *principal* are often subtly related, and one at times has doubts as to which is the ruling passion. There are a few 'cranks' even among the working classes, and we give them the benefit of the doubt; but, for the most part, we think the unions are justified in claiming that if a man will not get in his union, then he should get out of his trade."

GERMANY.

AN improved apparatus for transmitting writing telegraphically has been invented by Alfons Rappenecker, an engineer at Bremen. He calls it the "Telepan," and a

company under the name of Telepantograph Gesellschaft has been organized to exploit it. It is claimed one can telegraph writing and speak by 'phone over the same wire simultaneously.

THE oldest paper-mill in Württemberg, located at Unterkochen near Ellwangen, recently celebrated the third century of its existence. Its license to begin operations was dated August 23, 1613.

RUDOLPH MOSSE, the well-known and highly successful printer and publisher at Berlin, has tendered the city a fund of one million marks, for the establishing of a home for the aged, which is to bear his name.

THE chamber of trade at Breslau has reaffirmed a decision made in 1909, that all sketches, drawings and preliminary work in lithography must be paid for whether the work be ordered printed or not. The chamber of trade at Berlin has proclaimed a similar rule regarding poster designs.

ONE of the largest bookbinderies in the world is that of E. A. Enders at Leipsic. This concern employs from 450 to 500 people and has about 200 machines. A daily average of 700,000 printed sheets is worked up, or 210,000,000 per year. In finished shape this represents about 20,000,000 books and pamphlets.

THE publishers of the *Zeitung*, of Recklinghausen, were recently haled before court and admonished, under penalty, to refrain from claiming for the paper the largest circulation in its district. The obligation was also put upon them of making public the decree of the court, and to communicate it to certain advertising agencies who publish newspaper directories.

THE illustrated weekly, *Nach Feierabend*, published at Leipsic, with its first August issue attained a million circulation, to celebrate which the publisher paid an extra week's wage to each of his employees, who number about one hundred and fifty. *Nach Feierabend* pursues the policy of insuring the lives of its subscribers, a feature practiced by a number of German newspapers, which may account for its immense circulation.

AUGUST BEBEL, the noted Social-Democratic leader of Germany, whose death occurred August 13, was a firm believer in the value of printers' ink, and did his utmost to establish the Socialistic press. There are now some seventy newspapers in Germany devoted to advocating the cause of Socialism, and these engage over 2,600 people in their production. Herr Bebel is kindly remembered by the working printers at Leipsic, as in 1891 he was instrumental in having a strike ended in their favor.

THE Mainzer Aktienbrauerei (the Mayence Brewing Corporation) has purchased, for 1,000 marks, a copy of the facsimile reproduction of Gutenberg's forty-two line Bible, issued by the Inselverlag of Berlin, and has placed it on view in a handsome glass case on the first floor of the house, "Zum Gutenberg," in which it is believed the master printed the original. This house is known to have been inherited by the mother of Gutenberg. One of the beams is said to carry a still visible crest of the Gensfleisch family. The house bearing No. 3 in the Franziskanerstrasse is claimed to be the birthplace of Gutenberg.

THE editor of the *Typographische Jahrbücher* says: "We ought to stop praising America as the Eldorado of advertising. Of course, the value of advertising was first realized in America, but to-day we in Germany, as far as quality and quantity are concerned, stand in even rank with Americans. We have been assured by Americans who attended the late conference of drawing teachers in Dresden, that in respect of quality we are far ahead of their countrymen. It would be profitable, we were told, if our poster artists would, with their original ideas, present their personal cards on the other side of the Atlantic." What have our experts to say to this?

THE Gutenberg Gesellschaft (Society) at Mayence, as a supplement to its yearly report for 1913, has issued a thirty-two-page pamphlet, prepared by Adolph Tronner, "*Ueber Gutenberg Bildnisse*" ("Concerning Portraits of Gutenberg"). It gives copies of ten of these, which represent the master as having a beard. Tronner doubts the authenticity of all existing paintings and statues of Gutenberg, and goes on to prove that he did not wear a beard, as the representations would indicate. He goes into the subject very thoroughly and gives a very interesting discussion of it, which, unfortunately for the English reader, is written in the German language.

A CERTAIN office experienced much trouble with a magazine form on a cylinder press, in that within a short time after starting the type would work off its feet. The form was unlocked and all the matter straightened, but very soon the type was off its feet again. After some lengthy endeavors to find the cause, and learning that justification, lock-up, press, rollers and stock were not to blame, it was finally discovered that the pressman had not less than fifteen sheets of packing on the cylinder, which naturally increased its circumference. The difference in travel between the surface of the make-ready and the surface of the form thus caused all the trouble. The pressman was probably too lazy to adjust the impression screws.

ACCORDING to its annual report, just issued, the Gutenberg Society at Mayence has a membership of 503, scattered throughout Europe and America, a large number of leading libraries as well as trade organizations being members. Among these we note the Grolier Club of New York and some twenty United States libraries, including the Public, the Newberry and the John Crerar libraries, of Chicago. The organization is associated with the Gutenberg Museum at Mayence, assisting it in the accumulation of typographic matter. There were added to the Museum during the fiscal year ending March 31, 1913, 1,061 sheets and pamphlets, and 204 (including 118 presented) volumes. In the sheets are included 500 of Wolley's photographs of incunabula.

BEGINNING with October 1, strict regulations are legally in force in Germany, which are intended to prove competency on the part of craftsmen, and to insure for the future expert workmen in the various trades. After this date no proprietor of a printing or other business will be permitted to take on or undertake the teaching of apprentices, unless he himself has passed an examination as a master of the trade; admission to such an examination presages that the applicant has already passed an examination entitling him to be classed as a competent workman. In businesses combining several trades, as is very often the case with printing concerns, the proprietor must qualify as master in one of them. For the others he must procure a license from some chamber of trade.

THE Union of Lithographers and Allied Tradesmen held its convention this year at Stuttgart, attended by sixty-eight delegates. The fiscal report showed a decline in membership from 17,397 to 16,619 in three years, which is attributed to a retrogression in the business, mainly due to competition from photoengraving and other illustrative processes, though unfavorable tariffs in other countries have also had an appreciable effect. The total

income of the union during the three past years, as reported, was 3,915,129.82 marks ($931,800.90), and the expenditure 4,523,145.02 marks ($1,076,508.51). The organ of the union, the *Graphisehe Presse*, has a circulation of 20,500; it has a technical supplement, the *Graphiseche Rundschau*, with a circulation of 8,400. During the three years there were 42 strikes on the part of the members, of which 31 were aggressive, 10 defensive and 1 a lockout. The net results of the wage struggles were a shortening of working time for 6,945 persons and raises in wage for 4,773 persons.

FRANCE.

THE Chamber of Deputies has voted an appropriation of 480,000 francs ($92,640) to finance the participation of France in the great graphic-arts exposition of 1914 in Leipsic.

THE Tribunal de Commerce at Seine has given a decision that publishers can not issue a second edition of any work without making arrangements with the author for so doing.

AS THE Parisian sport journal, *Football*, notes, a French sportsman who wishes to keep track of current events that interest him must subscribe to sixteen publications, at a cost of 280 francs ($54) yearly.

AT the fifteenth general assembly of the master printers of France, held at Toulouse, July 3 to 5, a lively interest was shown concerning cost-finding and cost systems, also the topic of fixing minimum prices for printing. The sessions are reported as having been more lively and interesting than they have been in many years, and show that the French printers are also waking up.

AUSTRIA.

A NEW building is being erected in Vienna for the banknote printing establishment of the Austro-Hungarian Bank. It will have all modern improvements in both architecture and mechanical appliances, and will cost nearly nine million crowns.

THE well-known and popular German magazine, *Ueber Land und Meer*, has been allowed a subvention of 6,000 crowns ($1,230) by the city of Vienna, to defray the cost of a specially elegant jubilee number of the magazine, in honor of the sixty-fifth year of the reign of Emperor Franz Josef.

AN exhibition devoted to the graphic arts and to advertising methods will be held at Salzburg, November 30 to December 14, in the halls of the Trade Promotion Institute of that city. Special sections are to be provided for advertisement stamps and for Die Brücke, the Munich institution for the organization of intellectual work, which will probably take advantage of the occasion to make propaganda for its universal system of formats for printed matter.

THE International Congress of Lithographic Designers and Pressmen and Allied Tradesmen assembled this year at Vienna, on August 25 to 28. The lithographic workers' associations of the United States and of South America are now affiliated with the international organization. One of the decisions arrived at during the meeting was that all processes involving the alternating action of water and fat belong to the realm of lithography, while those involving the use of type appertain to typography; also that work upon offset machines is of such a fretful nature as to greatly affect the nerves, and therefore steps should be taken in all countries to shorten the working time upon them.

ARMENIA.

THE intellectual circles of this country are agitating a plan to celebrate the fifteen hundredth anniversary of the invention of the Armenian alphabet and of the four hundredth anniversary of the introduction of printing into Armenia. The ceremonies are to be held in the town of Oschagan, where Saint Mesrop Maschtoz, the inventor of the alphabet and translator of the Scriptures into the Armenian language, lies buried.

THE newspaper press has in recent time made appreciable advance in Armenia. The leading journal, *Mschak*, has just attained its fortieth year. The next oldest paper is *Agbur*, which is thirty years old. The publisher of the latter sheet, Mr. Nazarian, has arranged to establish a class for the study of journalism.

HUNGARY.

THE *Pressburger Zeitung*, published at Poszony, was started one hundred and fifty years ago, and recently celebrated the anniversary of the event.

THE proposed issue of a new series of postage-stamps is announced. Noteworthy will be one stamp, which will have a view, copied from a historical painting, of the crowning of Franz Josef as King of Hungary. Upon this appears, for the first time upon stamps, the figure of a pope — namely, Pius IX.

HOLLAND.

THE graphic trades school at Utrecht, which has been giving instruction in composing and presswork, will shortly install machinery and apparatus to use in teaching bookbinding.

A PRINTERS' roller manufactory, Beit & Co., as a part of its display at the graphic-arts exposition in Amsterdam, had a large size bust of Queen Wilhelmine cast of roller composition.

BOHEMIA.

TWO FORMER members of the legislature, J. Brdlik and W. Ryba, though they were not printers, eleven years ago secured a concession to establish an office at Budweis, and exerted a certain influence which during all these years kept others from obtaining such concessions. As they did not make use of their concession, the government has canceled it. The dog-in-the-manger attitude is not explained.

ITALY.

A TYPOGRAPHIC club, said to be the first in Italy, was recently formed at Milan.

THE government has granted 200,000 lire ($38,600) for the erection of a pavilion at the graphic-arts exposition in Leipsic next year.

NORWAY.

TO CELEBRATE the one hundredth year of the national independence of Norway, a large commercial and industrial exposition is in preparation, to be held at Christiania, in which the printing and publishing trades will participate in adequate measure.

SWITZERLAND.

AN exposition of artistic posters and advertising matter is being held at Geneva, under the auspices of the local Cercle des Arts et des Lettres. It began October 15 and is to end November 14.

BELGIUM.

THE legislature has passed a bill under which the duty on news paper is reduced fifty per cent.

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

X.— HISTORIES OF PRINTING IN AMERICA.

BY HENRY LEWIS BULLEN.

WE started on the track of American typographic history in Part IX with a notice of Isaiah Thomas' "History of Printing in America," Worcester, 1810, 2 volumes. The lengthy controversies between the American colonists and the government of Great Britain, which culminated in the Revolutionary War, stimulated the desire for public expression of opinions and for news, and the printing-plants rapidly increased in number. When Benjamin Franklin became a master printer in Philadelphia in 1728 there were fourteen printing-plants in the British colonies in North America. There were in that year in Mexico five printing-plants. In 1775, at the commencement of the War of Independence, there were ninety-three printing-plants in the British colonies. In 1810 Isaiah Thomas lists 359 newspapers, issued from 339 plants. We have no record of the number of printing-plants not issuing newspapers, but it was not inconsiderable. Most of these plants came into existence after the close of the war in 1788, so that the spread of printing was really remarkable.

After 1810 we must gather our history piecemeal. Let us commence with New England. Joseph T. Buckingham published four volumes in 1852 which continue the history of printing in New England from the time where Thomas' history ends. "Specimens of Newspaper Literature, with Personal Memoirs, Anecdotes and Reminiscences," Boston, 1852, 2 volumes, 16mo, 715 pages, also contains complete biographies of Isaiah Thomas and one of Thomas' apprentices, Benjamin Russell, who became the most influential journalist of his time in New England. "Personal Memoirs and Recollections of Editorial Life," Boston, 1852, 2 volumes, 16mo, 511 pages, while largely biographical of Buckingham, supplements his "Specimens of Newspaper Literature" in historical matter. It gives us a picture of the printer's life from apprenticeship to proprietorship and editorship. Each of these works may be bought for about $5. Joseph Tinker Buckingham, son of a shoemaker, was born in Mansfield, Connecticut, in 1779. He was apprenticed to the printing trade in Walpole, New Hampshire, in 1796. His first business venture was in Boston in 1804. He was a struggling, unsuccessful printer until 1817, when he started *The New England Galaxy*, a weekly journal of comment and literature, which had an instant success and was profitably published until 1828, when it was sold. In 1824 Buckingham launched a daily newspaper, *The Boston Courier*, also successful, which he printed and edited until 1848, when he retired from business. He was representative or senator in the state legislature for eleven years, and president of several civic and philanthropic societies. He passed on in 1861, leaving a prosperous family and good estate and rich in the esteem of his fellow citizens. Buckingham's career is a good example of what a working printer with brains and ambition may accomplish with little education save that picked up in days of toil, and a day of toil in his time was from daylight to darkness.

The authoritative history of printing in Massachusetts is "The Early Massachusetts Press, 1638-1711," by the eminent bookseller, George Emery Littlefield, Boston, 1907, 2 volumes, 8vo, 459 pages, published in an edition of 175 copies by The Club of Odd Volumes of Boston, beautifully printed by The University Press of Cambridge, Massachusetts. Mr. Littlefield dissipates much misinformation which passes current as fact. It is astonishing how the path of typographic history is clogged with misinformation, cunningly devised fables and wild guesses. "The Early Massachusetts Press" is a rare work, owing to the conditions of publication, and is probably worth $100. Littlefield's "Early Schools and School Books of New England," Boston, 1904, 8vo, 354 pages, and "Early Boston Booksellers," Boston, 1900, 8vo, 256 pages, both issued by The Club of Odd Volumes in small limited editions, and worth about $50 each, are also historically illuminative of printing, and essential to the thorough student. "The Cambridge Press, 1633-1692, a History of the First Printing Press established in English America," by Robert F. Roden, New York, 1905, 12mo, 193 pages, price about $5, handsomely printed, is a worthy history and true. "Moore's



Joseph Tinker Buckingham.

Printer, Publisher, Editor, Author, of Boston. Born, 1779; passed on, 1861.

Historical, Biographical and Miscellaneous Gatherings in the form of disconnected notes relative to Printers, Printing, Publishing and Editing of Books, Newspapers, Magazines . . . 1420 to 1886," compiled by John W. Moore, Concord, New Hampshire, 1886, 8vo, 604 pages, worth about $4, contains a mass of information not to be found elsewhere, with a large alloy of misinformation which makes it a dangerous book for those who essay to write about printing matters with superficial study.

The remainder of historical works relating to printing in New England are very local, but none the less interesting. "A Diary of Peter Edes, the Oldest Printer in the United States, written during his Confinement in Boston by the British, one hundred and seven days in the year 1775, immediately after the Battle of Bunker Hill," written by himself, Bangor, 1837, 16mo, 24 pages, discloses the risks of printing in olden times. Peter Edes, the second printer in Maine (at Augusta), was the son and assistant of Benjamin Edes, who with John Gill, printed and published

the *Boston Gazette*. Edes & Gill were intense patriots and leaders in the discussion and acts which brought on the War of Independence. It was in their printing-plant that the citizens assembled who threw the historic tea chests into Boston harbor. Both were proscribed and in fear of death fled the city, leaving young Peter in charge. Benjamin Edes and John Gill both "acquired a competency" in the business and much fame. The De Burians, a society of booklovers in Bangor, Maine, reprinted the diary in 1901, adding a biography of Peter Edes and information of value relating to early printing in Maine. The title is "Peter Edes, Pioneer Printer in Maine: a Biography. His Diary, etc." Bangor, 1901, 16mo, 159 pages, worth about $3.50. "An Account of the Newspapers and other Periodicals published in Salem from 1768 to 1856," by Gilbert L. Streeter, Salem, 1856, 8vo, 33 pages, contains valuable information and is worth about $1.50, being rare. "Early Printing in America," by Henry Oscar Houghton (founder of the Riverside Press of Cambridge, Massachusetts), Montpelier, Vermont, 1894, 8vo, 18 pages, proves that the author was intensely interested in the history of the occupation to which he brought so much honor and practiced with so much success.

Very little has been written about printing in Connecticut that is not found in Isaiah Thomas. The Acorn Club of Hartford, a booklovers' society, issued "Thomas Short, the First Printer in Connecticut," by W. De Loss Love, Hartford, 1901, 8vo, 48 pages, in an edition of 102 copies, handsomely printed, worth about $3. It has new material.

Moore's work, noticed above, has much good information about printing in New Hampshire. Other works are: "The Celebration of the Centennial Anniversary of the Introduction of the Art of Printing into New Hampshire in the City of Portsmouth, October 6, 1856," Portsmouth, 1857, 8vo, 60 pages, very interesting and true, worth about $1.50, and "History of the New Hampshire Gazette, the Oldest Newspaper in America, 1756-1872," by Frank W. Miller, Boston, 1872, 8vo, 18 pages, authoritative, and worth about $1.50. Very little literature of printing from New Hampshire, and not much from Vermont. In 1897 the State of Vermont printed "The Bibliography of Vermont," Burlington, Vermont, 8vo, 349 pages, worth about $5. Under the subhead of "Printing in Vermont" a concise but comprehensive history is given of printing in all towns having presses.

When the hand press was displaced by the cylinder presses, the individuality of the printers went into mental eclipse in America; the machinery of the business eclipsed the men, and printing became a decadent and generally unprofitable and unhonored occupation, mainly, I believe, because the printers allowed themselves to become ignorant of the history of typography, and consequently ceased to take pride in it, or to appreciate its power and its benefits to the community. During the fifteen years just passed some of the printers have regained occupational self-respect, thanks mainly to the works of Theodore L. De Vinne, and the printing occupation is gradually regaining the esteem which it commanded down to the end of the eighteenth century. It is not a mere coincidence that in thus regaining occupational self-respect the profits of the occupation have increased: that is a natural sequence. Pride of calling is an asset of great financial value, and must be based upon historical knowledge. Mr. De Vinne and the few of the salt of printerdom who have sat at his feet have done much more to make printing profitable than all the cost congresses, and no doubt the cost congresses have done fine work. The present and future success of the printing occupation is and must be based upon public esteem for the product and for the producers.

The honor of making the principal contribution to the literature of printing from Rhode Island belongs to William Carroll, superintendent of the composing-room of the Providence *Journal*, whose "Printers and Printing in Providence, 1762-1907," Providence, 1907, 8vo, 309 pages, illustrated, price about $2.50, is a most creditable work, a model local history, based upon original research, and issued by Providence Typographical Union, No. 33, in commemoration of its fiftieth anniversary. Needless to say, William Carroll is a man of good typographical ability. He has the sentiment and enthusiasm that lifts the printing occupation to the high plane which commands deference from all other occupations, professional as well as mechanical. Give printing in America a thousand William Carrolls and the public would mentally doff their hats when passing a printing-office — and pay profitable prices cheerfully! Providence, by the way, has the ambition to be a Mecca for studious printers. Its public library has recently been presented with a valuable, interesting collection of books on printing, some of them quite rare; the John Carter Brown Library is the repository of the most complete collection of books of South and Central America; the Library of Brown University is strong in items relating to printing, as might be expected, as its librarian, Harry L. Koopman, is a leading authority on printing and its history. The libraries of Brown University contained (in 1911) eighty-four important books other than those in General Rush's collection, printed by eminent printers of the fifteenth century. In 1909 General Rush C. Hawkins erected a beautiful sanctuary for splendid books, called the Annmary Brown Memorial, in memory of his wife, to house a unique collection of "Books mostly from the Presses of the First Printers, showing the Progress of Printing with Movable Metal Types through the Second Half of the Fifteenth Century," which he presented to Brown University. General Hawkins' collection was made during a period of fifty-four years of a busy and eventful life. He early formed the plan to acquire a copy of the first book printed by the first printer in each city in which printing was introduced in the fifteenth century. There were 349 of such cities, and the collection has 540 examples from 225 of these cities. The unique plan of the library is to show all the books opened in glass cases, so that the visitor may see and study every book. Here the present-day printer may see works by Gutenberg, Schoeffer, Mentelin, Zell, Ratdolt, Koberger, Froben, Jenson and other great early printers. Providence, we see, is rich in material for the study of the art and history of printing, and if this material is used by the printers of Providence we may surely expect that Providence will give great printers to the world, and that printers and printing will consequently be highly esteemed and well paid in Providence.

General Rush Christopher Hawkins was born in Pomfret, Vermont, in 1831. Member of a wealthy family, he enlisted in a regiment of dragoons for the Mexican War of 1847-48. At the commencement of the Civil War he raised the regiment in New York now famous as Hawkins' Zouaves, recruited mainly among volunteer firemen, which was a great fighting force. He retired from the army with the rank of brigadier-general and was presented with a sword of honor. He has been a member of the New York Legislature and has represented the United States at international expositions. In 1884 General Hawkins published "Titles of the First Books from the Earliest Presses established in different cities, towns and monasteries in Europe

before the end of the Fifteenth Century, with Brief Notes upon their Printers," New York 4to, 162 pages, illustrated. He is a true lover of printing. In the preface to the "Catalogue of Books of the First Printers," being the books now in the Annmary Brown Memorial Library, 4to, 364 pages, General Hawkins says: "Having become convinced of the value to the world of Gutenberg's discovery, and the seemingly inadequate recognition in the way of historic memorials it had received, the thought occurred that a new and greater motive for collecting had been discovered . . . and I endeavored to formulate a plan of operations. . . . The practice of that art since its discovery, and its value as one of the greater, if not the greatest, of all the factors for the promotion of what is known as our modern civilization, has placed it in the forefront of all civilizing forces." How fine a thing it is to see a distinguished, busy, executive man, erecting so noble a monument to the most useful of all the arts, while the great majority of the printers themselves are unprofitably blind to its grandeur and importance.

RELIC PRINTING-PRESS.

The first printing-press ever used in Arizona, one of the most cherished relics of the early days of the territory, the press on which the *Arizonian*, the pioneer English paper of the territory, was published, is now in Tucson being set up at the rooms of the Pioneers' Society on West Congress street. It is the gift of William Hattich, publisher of the *Tombstone Prospector*, to the society.

The press is a Washington and is numbered 25. It was brought to Tucson in 1851 by way of Cape Horn. It was used at Tubac by Sylvester Morrison in getting out the *Arizonian*. Afterward the press was taken to Tucson, where Sidney De Long used it in publishing the *Citizen*.

Afterward it was employed by Governor L. C. Hughes in the publication of the *Star*. In 1879 it was taken to Tombstone where it was used to get out the *Nugget*, the first paper of the famous mining camp. Later it was supplanted by more modern machinery, and has been interesting only as a priceless relic.



AMERICAN BOYS IN THE OFFICE OF "THE SUNDAY TIMES," PERTH, WESTERN AUSTRALIA.

This picture was taken by flashlight at midnight in the linotype room of *The Sunday Times*, Perth, Western Australia, on the occasion of a visit to the office by the American boys who are touring Australia under the leadership of Major Peixotto. The boys had a splendid time visiting the various towns, and were feted wherever they went. The *Times*, which is the largest paper in the British Empire, is a thirty-two-page, nine-column paper, and is published on Sundays only.

ANYBODY HERE SEEN SMITH?

An old lady, traveling for the first time in a large city, saw a glaring sign on the front of a high building which read, "The Smith Manufacturing Company."

As she repeated it aloud slowly she remarked to her nephew: "Lawsy mercy! Well, I've hearn tell of Smiths all my life, but I never knew before where they made 'em." —*Chicago Daily News*.

COST AND METHOD

BY BERNARD DANIELS.

Which Is the Right Price?

A correspondent asks the following question: "In making prices on the output of a printing-plant, which is right: To add a fair profit to my own costs as shown by the records of each job, or to bill at the estimated price whether higher or lower than the cost plus a profit, or to figure all work according to the average market rate (that is to say, the board of trade rate in this city, where nearly every live plant is in the board) whether profitable to me or not?"

This is a rather difficult question to answer, and we doubt whether our reply will satisfy the inquirer who evidently inclines to the first method because it seemingly gives him an independence. Before replying, we wrote asking him one question, which was as follows: "Do you always, or would you always bill your goods at cost plus a profit as indicated in the first method whether higher or lower than the present market rate and stick to your price?" And here is his reply: "Yes, except when the price is so much higher that we could not hope to get it; then, of course, we have to make some allowance, but I never knowingly sell below cost."

This will serve to introduce the fact that all successful business has been built up on a system of averages that tend to create a uniformity of price for a like quantity and quality of goods, and that in businesses where there are great fluctuations in price the shopper is rampant and a considerable portion of business is done without profit or even at a loss, and that the printing business is one of the latter class.

The true basis of price of any article is the average cost of production of that article in commercial quantities plus the cost of selling and distributing the article to the consumer, plus a fair profit on the cost of manufacture and distribution. This means that careful records of cost must be kept for a sufficient length of time to secure a true average of the cost of each unit of operation so that any usual or unusual combination of units can be correctly priced, and the establishment of the real value of each of these. This means that a true average of output is also necessary, so that the average output at the average costs may form the average unit of value. This is the principle upon which all correct price-lists are based, including those of printers' boards of trade.

The man who refuses to be governed by such a true unit of value is the one whose prices vary — now high and now low — who loses money on the job that is rushed through his plant in faster than average time because he gets less than average price, and who loses money on the job that is delayed and takes so much time that he is afraid to charge it all up, or if he does faces an irate customer who demands and gets a reduction.

The question then almost answers itself by showing that the only safe price is the average market price according to the number of units of value entering into the work, and the law of supply and demand will work to ruin either the man who is too high or the man who is too low, or the man who is both high and low, for work finds its level with the man giving the most for the money of goods and service. The low man will get all the work he figures on for cheap buyers, the man of variations will gradually fill up his plant with that class of work on which he is charging too little, while the high man will retain that work which carries with it service and quality.

The occasional low price is a snare and delusion of mind and never brings desirable trade of a continuous nature. All natural laws tend to produce an average, and the sooner our business habits fall into the line of average the smaller our losses and the greater our net profit.

Average price for an average unit of production at an average unit of cost — that is, an average unit of value — is what spells success to the printer.

Job, the Printer.

This is not the old joke about still printing yet, but a real serious reminiscence of a little trip recently taken to a neighboring large city where the sign "Job and Commercial Printer" was a frequent sight and where there were perhaps three hundred printers. The business which took us there required us to visit one of the largest plants — one doing perhaps $200,000 worth of business — and of course we were shown through the workrooms, which were well arranged, but to our surprise we found in the composing-room the old-fashioned wooden stands ranged back to back and the compositors working too close for comfort and with frequent interference from those needing cases which were in the racks. In the pressroom we found some up-to-date cylinder presses, and some modern job presses quietly running side by side with the relics of days gone by which made their presence known by the rattle, bang and grind, and so on through the plant — a curious mixture of old and new.

The same day we called on the proprietor of a small plant, who seemed to show progressiveness in his very action, and were shown through a plant of about one-eighth the value of the larger one, and proudly told that it was turning out over $40,000 per year with a net profit of over fifteen per cent. It is hardly necessary to say that every piece of furniture in that plant and every machine was of the latest pattern and in first-class condition. We made a remark about the new plant and surmised that the firm was a comparatively new one. This is the reply: "This business is over forty years old, and I inherited it from my father with the worst lot of worn-out junk you ever saw and a number of unpaid accounts. The first thing I did was to put in a cost system and that showed me that my work was costing too much, so I immediately began to study and found that the old furniture

in the composing-room was costing at least twenty per cent of the wages spent there because new stuff would have increased production. I renewed it and rearranged things economically and this change paid for itself in less than four years. I did the same with other departments, and the strangest thing I found is that from that time the business began to grow and show a profit.

A number of other plants were visited and in nearly all there was a lot of old-fashioned labor and profit-killing stuff, and on our way home we could not help wondering if that little word "job" had anything to do with it, for the printers in that place at least were the most patient fellows you could imagine, waiting until they could get enough profit out of the old fixtures and machinery to pay for the new; patiently waiting for the impossible instead of making the new pay for itself.

"There," I hear some one say, "I thought you did not believe in overequipment?" We certainly do not, and are not counseling it. What we recommend is the replacing of the cumbersome and slow old equipment and arrangements with the labor-saving modern stuff, and just enough of it to conduct your business comfortably. When you have made the change you may not have as many stands, cabinets and presses as before, but your capacity will be as great and your cost of production less, and it will require less exercise of the patience of a Job to get out the work.

Yes, poor old Job is printing yet in many places in the bodies and minds of those printers who are patiently trying to compete with modern methods by using the facilities of their grandfathers, and you can find them all over the country.

Patience is one of the cardinal virtues, and a printer with even a modern plant needs exercise it upon occasion, but we have little sympathy for the printer who will not learn that a cost system will show him not only that he is making or losing money on a particular job, but that certain men and machines are unprofitable — the men because of lack of proper facilities and the machines because they are out of date and take too much of the high-priced time of the present operative to coax them to do their best.

Here also is a pointer to our machinery and supply salesmen friends, who are often accused of overequipping the printer who falls for their blandishments. Why not show the printer how much more profitable to install the new machine and take the old to the junk-heap. That kind of salesmanship would be an education to the "patient" printer, and in the end a benefit to the machinery dealer and manufacturer.

Printers are certainly as patient as Job and do wonders with their antiquated plants; but the public, which pays the bills, does not appreciate it and is not willing to pay for it. The public demands modern service at a fair price, which means that the printer who is not modern will not make a profit.

Mr. Job, printer, go through your plant and see how much more you could do with the facilities you have if they were modern and how soon modern equipment would pay for itself, and if you are not a fossil you will soon be busy putting part of those extra wages into improved facilities.

A Peculiar Business.

"Printing is a peculiar business, and it makes a big difference how you handle the customer. Most of them need to be handled with gloves." Such was the remark of a printer who was recently trying to make an excuse for not affiliating with the organization of master printers in his home town and helping to improve conditions and establish a true market value for his goods.

Well, yes, printing is a peculiar business. It is the one business without which all other businesses would be compelled to close up their modern offices and go back to the dark ages of the clerk and his pen and its disadvantages. Again, it is a peculiar business in that while the sixth in aggregate value of output in both the United States and Canada it is about ninth in results obtained and twelfth or lower in profits. It is also peculiar in that it requires a much larger investment in proportion to its output than almost any other manufacturing business. It is peculiar in another point and that is in the fact that there are more proprietors of printing-offices who have graduated from the workshop than in any other business; and this may account for the final peculiarity that the prices for printing are less stable and more easily broken down by an unscrupulous or cunning buyer than those of any other business.

Our friend was also right when he said, "It makes a big difference how you handle the customers"; but he failed to say that printers generally do not handle the customers; they allow the customer to handle them. Yes, indeed, it makes a big difference whether you say to Mr. Buyer, "This job is worth $25, on the paper you have selected, and I shall be glad to accept your order at that price," in a firm, confident tone as though you believed it yourself and meant him to know it; or whether you say, in an apologetic sort of way, "You know wages have gone up since your last order, and I am afraid I shall have to ask $25 for the work this time."

And it makes a big difference whether you say to the customer: "Let me quote on your next order and show you how much we can save you." Or whether you go to him and say, "Mr. Buyer, it is about time for you to order your catalogue, and I have a suggestion to offer as to its get-up this time; I am satisfied that I can make it bring more business than before." In the first case you are selling estimates for less than cost, and in the latter you are selling service that it is easy to convince a man will be of value to him. And, as he says, "some must be handled with gloves," but not for the reason he implies; not because you do not want to hurt their tender feelings, but for the reason that you would use the heaviest and toughest gloves in reach when handling nettles and thorns that you shall not be hurt. The customer that must be coddled and given extras here, there and everywhere is never a benefit to the house he pretends to favor with his patronage, but a real detriment, destroying discipline, sapping profits and preventing efficiency.

Yes, printing is a peculiar business and has some peculiar people in it and some peculiar patrons. But how long do you suppose it would be peculiar if it were in the hands of the men who run other large business interests — so-called "big business?" The transportation business began with the cart, advanced to the Conestoga wagon and prairie schooner, then to the canalboat; and then came the railroads, and weak, puny things they were in those days, a whole road worth less than a decent-sized print-shop of to-day. Then came coöperation, and transportation became a science and its promoters waxed rich and powerful. The prairie schooner and the little railroad have almost disappeared, and so have the hand press and the hand cutters of the pioneer printer, but lacking the coöperation that built the great combination roadways across the continent and made travel luxurious, he is still only a printer. Yes, it is peculiar!

The transportation coöperation has made the crafts

needed subservient to him. Steel trembles when the railroad says it will not buy, great factories are ready to quit when the railroad calls on its branches to retrench in equipment.

But the supply sources control the printer; he can not scare the paper trade; the machinery coöperation is not frightened when the printing business gets one of its peculiar dull seasons, but goes right on overequipping him and tieing him up with overlapping mortgages, with the usual ten dollars down and ten per as long as he remains in business.

Is it not time that printers everywhere cast off this yoke of peculiarity and entered into real coöperation for and is waiting for a Moses to lead it out of Egypt. Perhaps if it had been one-half as profitable as its many devotees believe, a Pierpont would have been attracted to its aid or a John D. might have taken hold to fill up his leisure. But being peculiar, it is waiting for a peculiar leader to bring it to a realizing sense of the value of coöperation in some peculiar way.

Yes, printing is peculiar business because printers are peculiar and will always remain so until they learn to present their proposition in a clean, clear-cut, business-like way and quit being afraid of a shadow. When the printer ceases to wait for the results of an estimate and begins to present his proposition in such a way that the buyer is



UNDERGROUND SCENE IN THE PENNSYLVANIA MINE, BUTTE, MONTANA.
A station on the thirteen-hundred-foot level. Cars are filled with copper ore.
Photograph by Floyd Bushnell, member of Butte Typographical Union.

the best interests of the trade and kept it up until the printer was recognized as he should be (the sixth in size of all business in North America) and the suppliers of material and tools to him placed in their proper places as allies of this great industry, proud of its advancement and ready to help it grow still greater? This does not mean conflict between the printer and his allies, but just a getting together and showing to the world how big he really is and how necessary he is to all human progress.

Here is a pointer to those who are aiming to establish one great organization among printers. It must be a business organization; it can not be built upon mere sentiment; it must be more than a mutual admiration society or political clique striving for paper honors; it must deal with real facts and real values and deal with them as realities that can not be twisted to suit any one's purposes.

As our friend says, "Printing is a peculiar business," convinced that it is service he is selling and not so much paper, ink and labor, then will printing cease to be a peculiar business and the public realize that it is one of the "big businesses" of the world and soon to be the biggest.

Yes, it all depends on how you present the proposition, but don't do it with gloves on. Avoid that kind of a buyer and he will seek you and make decent terms.

The Rush Estimate.

About every so often the trade magazines contain articles regarding the "rush job" and warnings against having too many "rush" orders at one time, and there is no doubt of the need of this constant call in these hustling times; but there is another and more fruitful cause of trouble in the print-shop, which for want of a better name, we shall designate as "the rush estimate."

The rush job may cost more, and will surely upset

things in the plant, but it seldom means an absolute loss, while the rush estimate is almost certain to contain some glaring error that would not have been made if sufficient time had been taken to thoroughly study the job before making the estimate.

There is a certain class of buyers of printing who always come in with a rush as though they only had a few more minutes to live, and demand an estimate on the job while they wait and insist that they must have it and that they are going to place the order at once. By the time the estimator has wormed out of them the data regarding the job he is as excited as the customer, and not in a fit condition to make a quick estimate. It is surely peculiar that these rush fellows are always so secretive as to the details of their jobs and need so much coaxing to tell somewhere near what they want. It is also notable that nearly all of them will tell you to "sharpen your pencil and figure close." Then, after many days, the cold shivers run down the estimator's back as he sees the rusher approaching with the copy in his hand and asking "How soon can I see a proof." Almost instinctively he knows that he must have made an error and begins to wonder how he is going to get out of it.

If printers generally would only stop and consider that the real occasions for a rush estimate are so few and far between that he ought not to hear of one once in a year, and that taking into consideration the chances he is running they ought not to be made except for immediate acceptance, they would soon kill off this trap of the cunning buyer to catch some poor printer off his guard.

You should make it an absolute rule that *all rush estimates shall be made only as an approximation to be corrected after the job is finished or to be revised and corrected by mail, and not to be binding unless confirmed by the next mail.* This would prevent a buyer rushing in on a printer and getting a low price to use as a club on his regular printer in order to get a reduction. We know of several cases in which a buyer went from one printer to another until he got a low price containing an error such as he was looking for. In one case at least he graciously informed the printer he had made a mistake when he looked over his shoulder and saw him double up on the stock. It is not reported that he said anything to the "poor devil" who halved the stock and got the order because the regular printer was firm in his price.

The man who can not either place his "rush" order without a binding estimate or wait long enough for a careful estimate to be made and checked should be made to understand that he is an unwelcome visitor, and it will not be very long before he will disappear.

The Distribution of Expense.

One of the disputed points in cost-finding, or, to be more exact, between the various exponents of rival cost-finding methods, is the manner of distributing the expense items occurring in the operation of the business. They talk of overhead load, and rational distribution, and natural laws of distribution, and are all trying to reach the goal of correct cost each by his own little private road and in his own specially contrived vehicle. Meanwhile, the poor bedeviled printer who knows that he is not making the money he should and realizes that a correct cost system would help him, is really afraid to install one because of the claims of the other fellows who have systems.

For the benefit of these hesitating fellow sufferers we are going to designate a method of procedure that will help them to start right.

The basis of every cost system is the inventory at one end of the line and the time-ticket at the other, and on their way to the meeting-place in the 9 H report they gather up a long retinue of other expense-makers; for after all your cost system can only be a record of your items of expense. Some are fixed expenses — that is, nonvariant from month to month or which may be taken as annual — and some are variant and change from day to day according to the kind and amount of business being done; but they are all expenses pure and simple, and by keeping this in mind you can easily find the place where each charge is to be made.

In the first place there are the fixed expenses governed by the investment, inventory and location. Of these we find that —

Location or placing of the plant controls the rent, light and heating expenses, and its division to the different departments or groups or even individual machines.

Inventory and investment control the interest, insurance and depreciation chargeable to each division, whether of one machine or a department.

Investment controls the interest chargeable on floating capital in the shape of outstanding accounts payable.

These are all fixed charges or expenses and remain practically the same from term to term regardless of the amount of business done or the percentage of idle time.

The second class of expenses are those that vary with the amount of business transacted, and are governed by the two large classifications of labor and expense, and the material brought. Labor covers every item paid out for compensation of any workman of any kind, whether in the office, the pressroom or any other department, and the place where it is used or the department receiving the goods, as it were, is the one to carry the charge. Expense is every amount spent for anything in the plant outside of the items included in the above classes except that spent for material to be manufactured, and that is treated separately.

Material is everything bought in a raw state to be transformed by the factory into some other shape for sale, even though the transformation be only in size by cutting and packing.

Under these classifications can be distributed any and all expenses that arise in the conduct of a printing-plant and the ultimate division can be as fine or as coarse as is needed or desired by the plant-owner.

If this division is carried out logically by using a blank similar to the 9 H of the Standard Cost-finding System, it will be found that the great bugbear of the distribution of the overhead load will solve itself because there will be practically nothing to distribute, because each item of expense as incurred is split up to the department benefited by that expense, or to the departments in proportion to their benefit.

After we have decided upon the division of our departments we have decided the whole thing; but it must be understood that every machine and every operative must be divided to some department, and the fellow who works in two departments must have his expense so divided.

Here you will ask, "How about the office and sales department?" In reply we say that if you have salesmen you must have a sales department and charge it with their wages and expenses and any other expense necessary to make a sale — such as blind dummies that do not bring orders. As to the office: that is a necessary overhead, and will be the only overhead in a well-managed cost system.

For instance, advertising with its printing, postage, addressing, etc., is an item of sales expense. Bookkeeping, costkeeping, other necessary record-keeping and collecting, etc., are legitimate office expenses. Superintendence,

whether by the proprietor or by a "hired man," has nothing to do with the office and must therefore be divided among the departments, not according to the amount of output, but according to the amount of superintendence required, and is a fixed expense in the labor item of each department just as is the expense of the foreman in the department.

Now according to this arrangement the only overhead you would have would be the actual office expense and the shipping department expense for handling, which it would be inconvenient to divide to the work departments direct.

How about that selling expense?" Why, charge it right where it belongs — to the sales. Can't be done? Oh, yes, it can! Because when you see what it amounts to you will cut it down so low that it will be legitimate, which it is not now in most cases. If every printer kept the exact cost of his sales, not only in bulk but also by salesmen individually, and charged to each job they landed the right proportion of the total cost of the salesmen landing it, there would be fewer order-takers and more salesmen in the printing business.

If you are running a cost-finding system in your plant look over the data and see why you have such an overhead load to divide, and look at the item "Miscellaneous Expense" and ask yourself why it is lumped instead of being divided to the departments benefited as direct expense. Then separate your selling expense and see how little is left for overhead.

Eighty per cent of the printers are blinding themselves by using lazy methods of bookkeeping, and allowing certain expenses to be aggregated under some misleading title like Miscellaneous General Expense.

Cutting Out Distribution.

From way back when we were a cub, in the days when everything was hand-set and type cost anywhere from 45 to 60 cents a pound, distribution has been the bane of the printer's existence, and so disliked was it in our cub days that a considerable part of our spending money was made by doing "dis." for lazy comps. who would rather pay than "throw in."

It has been recognized that this necessary return of material consumed fully a fourth of the time of the compositor, and even in well-equipped jobbing plants it is admitted to account for at least twenty per cent of the time paid for when all handwork is the rule.

With the advent of the typesetting machine the great attempt was to practically cut out the cost of distribution as exemplified in the Thorne machine, now remodeled as the Simplex. Then when the linotype came along it was hailed as the great liberator, because no large fonts of type were needed with the accompanying curse of distribution. Again, when the various job-type casting machines and the monotype were perfected we were regaled with fairy tales of the abolition of distribution. And yet the typefounder still flourishes and the boys still get the morning or evening hour of hated "dis."

Why has not the liberation come? Have you ever tried to study it out? Just think over the problem a little. Granting the statements of the various manufacturers to be correct as to the cost of making and setting type by machinery and casting sorts for handwork and realizing that a saving of at least fifteen per cent could be made if there were no distribution, why do we still do it?

It has been repeatedly asserted that the cost of recasting the sorts where the metal is used over and over again is less than the cost of distributing the type into case, to say nothing of the advantage that accrues from keeping standing regular jobs that are frequently reprinted, in which case the saving would be still greater.

We have made careful inquiry of the owners of several plants using typecasters and find that they do not feel able to cut loose from the typefounder with his changing fashions, which he is very careful to disseminate (distribute to create distribution) broadcast among the users of printing, thus creating a demand for the new faces. Some have said that their records show that it would be cheaper to dump every job than to distribute it, when all of their own make of type, but that they can not yet come to the same conclusion regarding foundry type which costs twice to three times as much per pound.

So the whole proposition resolves itself into that one most powerful word, the joy and terror of the female portion of humanity, "fashion," and again the printer must pay the bill for mere style.

But this is too serious a problem to dismiss with levity. It is one of the points where the big plant has the opportunity to differentiate itself from the crowd of little fellows and by a real saving increase its profits when it can not increase its prices. Perhaps some one will, some day, decide that he needs two kinds of composing-rooms and establish one where general work will be done on the "no dis." plan and let the fashion-work only go to the old-style room, and then, perhaps, also, he will realize the real cost and charge for style.

Here is a real live pointer for the man with the typesetting machine and sorts caster. Who will be the first to work it out in practice?



Up in the Air.
Photograph by F. M. Kofron.

SOME men give up their designs when they have almost reached the goal; while others, on the contrary, obtain a victory by exerting, at the last moment, more vigorous efforts than before.— *Polybius.*

CENTAUR CUTTING MACHINE



THE
CENTAUR CUTTING MACHINE CO.
NEW YORK · CHICAGO · OMAHA

A cover-page design by Will Wathall, an I. T. U. student.

CENTAUR CUTTING MACHINE

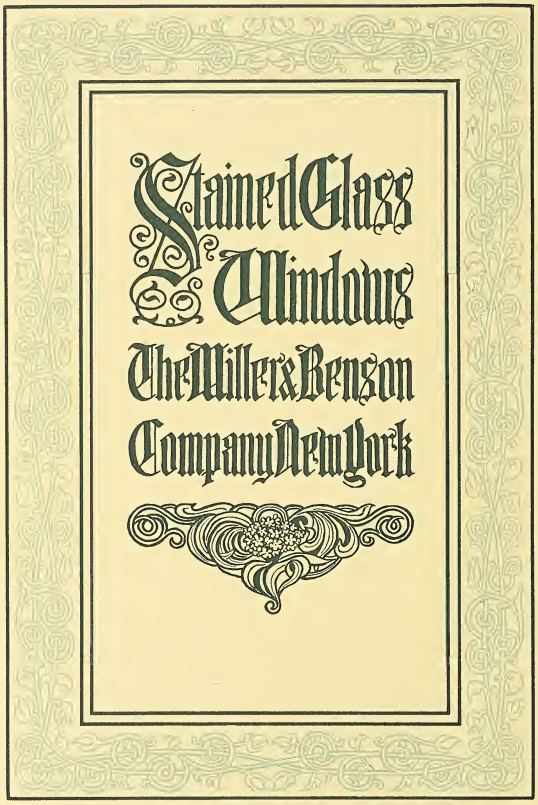


THE
CENTAUR CUTTING MACHINE CO.
NEW YORK · CHICAGO · OMAHA ·

Title-page design by Will Wathall, an I. T. U. student.



Hand-lettered advertisement by N. Waters, I. T. U. Course student.



Cover-page design by A. V. Winter, an I. T. U. student.

CENTAUR
Cutting Machine



THE CENTAUR
CUTTING MACHINE CO.
NEW YORK · CHICAGO · OMAHA

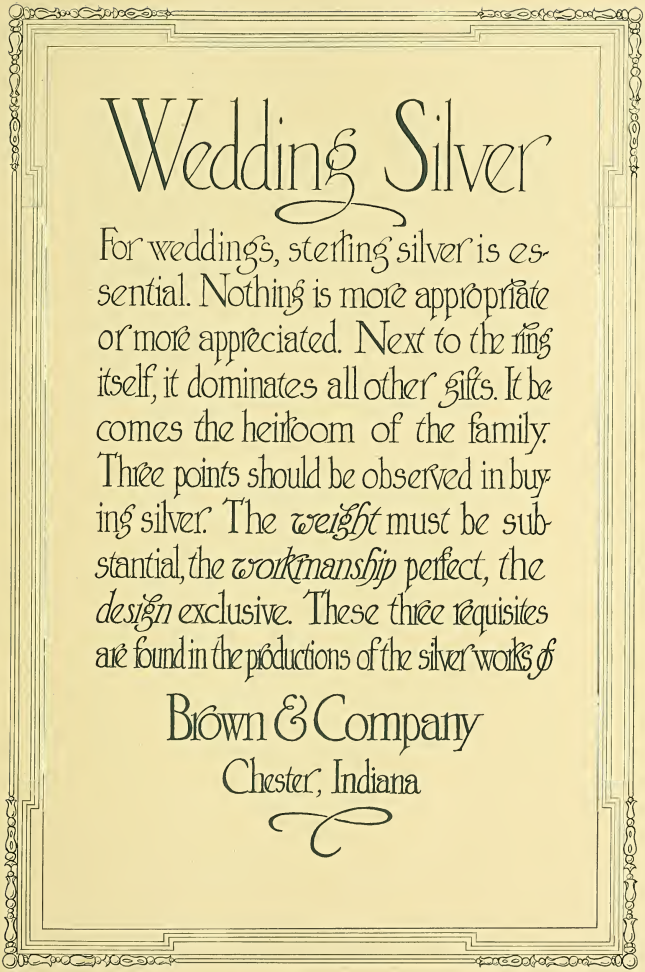
Designed and lettered by John T. Ruggaber, I. T. U. student.

CENTAUR
Cutting Machine



The CENTAUR
Cutting Machine Co.
NEW YORK·CHICAGO·OMAHA

Page designed and lettered by John T. Ruggaber, an I. T. U. student.



Hand-lettered advertisement by LaFayette Doerty, I. T. U. student.

THE MERCHANTS' ASSOCIATION OF PITTSBURG

YEAR BOOK 1908

Cover-page design by John A. McInnis, an I. T. U. Course student.

JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

Too many of us are apt to forget that from the standpoint of design, as well as that of legibility, the type arrangements which show all of the various lines and groups of lines centered in the measure are the most satisfactory. The word "symmetrical," as ordinarily applied to the printed page, means the having of both sides of the design equal, and when we speak of a page being symmetrical in design we usually mean that it is balanced on a central axis—that all lines are centered. While there are, of course, no laws or rules of good composition which may not at times be violated with good results, still as a general proposition the violation of this principle of symmetry is usually attended by effects that are not pleasing.

Cumberland
Opera House

Thursday Evening,
May 21, '08

8:00 O'CLOCK

PROGRAM

Instrumental Solo— { (a) Forgiven *Richard Ferber*
{ (b) Gitana Op. 156 *Carl Heins*
Margaret Mae Thompson

School Chorus—The Farmer's Song *Towner*

Instrumental Solo—Pixies Good Night Song *Brown*
Ernest Jones

Japanese Fan Drill

Instrumental Solo—Sparkling Sunlight... *Lighthill*
Clyde Joness

Play—*THE WRONG BOX*
ACT I

Instrumental Duet—Autumn Leaves *Lindsay*
Josephine Rose and Mrs. S. C. Baird

ACT II

Vocal Solo—Beneath the Summer Skies... *Adam Geibel*
Mrs. J. Ancil Smith

Debate—Question:—
Resolved that environment has a more potent influence in the formation of character than heredity

AFFIRMATIVE	NEGATIVE
Leila T. Farris	Lillian E. Carriger
Fred A. Smith	Earle D. Scott

Instrumental Solo—Salut a Pesth *Kowalski*
Alma Newman

FIG. 1.—The heading would have been more pleasing if the groups or lines had been centered instead of thrown to either side.

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FIG. 2.—A symmetrical arrangement of the heading—an arrangement in which all of the lines are centered—is more pleasing than the irregular form shown in Fig. 1.

Take Fig. 1 as an example. A desire for something out of the ordinary undoubtedly prompted the compositor in the arranging of the heading in the manner shown in this piece of work. Perhaps tired of what he considered the same old style of centering

his headings, he sought changes in the general effect by placing some of the lines at one side of the measure and some at the other. The change was secured, but it was then found necessary, in order to "fill up the holes," to use a couple of large decorative spots, thus drawing attention away from the text.

In contrast to this arrangement consider Fig. 2. Here we have all of the lines in the heading centered in the measure, giving a symmetrical arrangement. As a design the heading is more pleasing and in point of legibility it is much better than the original.

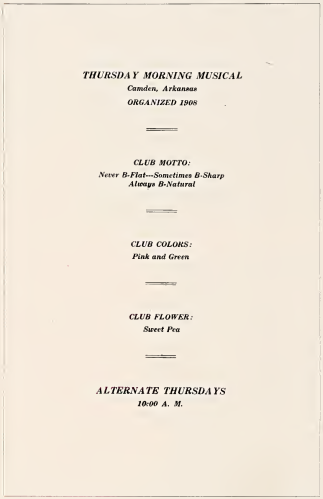


Fig. 3.—An example of a lack of variety in a design. The type-faces are too nearly of the same size and the spaces between groups are too equal.

The value of having a good strong display in the upper portion of our type-designs is readily apparent in a comparison of these two examples. In the resetting is found a dignity and strength of design not possessed by the original. In all type arrangements, whether jobwork or advertisements, the value of a good strong display at the top is not to be overlooked.

Variety, both in the sizes of type used and in the different space dimensions found in a design, is essential to display printing. Uniformity of spacing between lines and one size of type are satisfactory on text pages, but on the display pages we must have the interest which is gained by variety. Regarding the question of variety as applied to design, Mr. E. A. Batchelder, in "The Principles of Design," says:

"Variety, then, becomes an important factor in the discussion of design. Variety is often cited as a principle of design. It can not be properly classed as a principle; rather it should be termed a law, for, like gravitation, variety is inevitable."

An example of the lack of variety is illustrated in Fig. 3. Here we have a title-page which shows no variety whatever in the space division and but little variety in the sizes of type used. Placing the groups

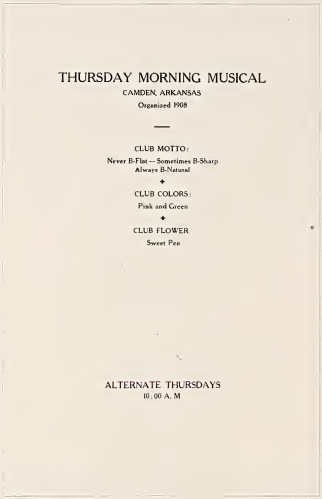


Fig. 4.— Here is shown variety, both in type-sizes and in the amounts of the spaces between lines and groups.

of type and the dashes between them at regular intervals down the page has resulted in a monotonous appearance which is not pleasing, and setting the lines in type of practically the same size has not given the display which a page of this character calls for.

In the resetting, shown in Fig. 4, these questions of variety have been considered. By bringing out some lines more strongly, and subordinating others, a variety in the text has been secured and as an illustration of display printing the page is more effective. By gathering the type-matter into a small number of groups, placed in such position that the areas of white space which separate them are of different sizes instead of being equal, a variety in the spacing of the page has been secured.

APPRENTICE PRINTERS' TECHNICAL CLUB

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

LETTER-HEADS.

To the average apprentice the composition of a letter-head opens up opportunities for the display of originality and ability not found in the ordinary work which falls to his lot. It offers him a chance to "spread himself," sometimes even to the extent of using two or three colors. With this opportunity often comes an inclination to overdo his design, either in the matter of arrangement or the selection of colors, and this tendency must be carefully guarded against. In his enthusiasm over panel arrangements and color-schemes he is frequently prone to forget the utility features of commercial stationery.

The ordinary letter-head is 8½ inches wide and 11 inches long, and is cut from stock 17 by 22 inches in size, giving four letter-heads to each sheet of stock.

THOMAS HOUSTON
ARCHITECT
6673 ASHLAND AVENUE
CHICAGO

FIG. 1.— On what are termed "professional" headings the type is usually placed in a small group in the center or in the upper left-hand corner.

Of late, however, there is noticeable increase in the use of what is termed twofold stationery — letter-heads 7¼ by 10½ inches in size, which are folded twice to fit into an envelope approximately 4 by 7½ inches. The advantage of this size of stationery lies in the fact that it is not necessary to fold the sheet

SPECIAL CORRESPONDENTS IN ALL PARTS OF THE WORLD

P. O. BOX NO. 833

PHONES { OLD 1858 / NEW 428

"WE START WHERE OTHERS LEAVE OFF"

THE BUTLER MERCANTILE AGENCY

JNO. W. BUTLER, MANAGER

MEMBER AMERICAN COLLECTION SERVICE

TO AVOID TROUBLE ALL CLAIMS MUST BE PAID DIRECT TO US BY CHECK, MONEY ORDER OR IN PERSON

LAW, COLLECTIONS AND ADJUSTMENTS EVERYWHERE

ATTORNEY AND NOTARY IN OFFICE

SHREVEPORT, LA.

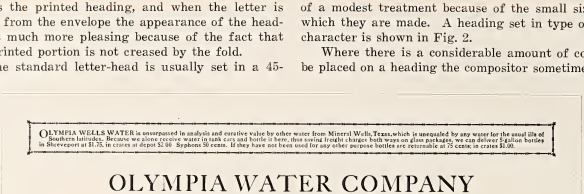
FIG. 2.— The small sizes found in the various series of lining gothics make them especially desirable for headings which contain a large amount of text matter.

across the printed heading, and when the letter is taken from the envelope the appearance of the heading is much more pleasing because of the fact that the printed portion is not creased by the fold.

The standard letter-head is usually set in a 45-pica measure. As the stock is 8½ inches wide, or 51 picas — there being approximately six picas to the inch — this allows a margin of three picas at each side, and the same margin should be allowed at the top. There is no standard as to depth, unless the paper is ruled, in which case the top line of the ruling is generally 2¼ inches, or 16½ picas, from the top of the paper.

As regards the style or manner in which letter-heads are to be set, there are no definite and fixed rules. True, we ordinarily make a distinction between what is termed professional stationery, and stationery for ordinary business purposes. The former consists of headings for lawyers, doctors, etc., and are usually set in smaller type than that used for the general run of a modest treatment because of the small sizes in which they are made. A heading set in type of this character is shown in Fig. 2.

Where there is a considerable amount of copy to be placed on a heading the compositor sometimes has


OLYMPIA WELLS WATER is unsurpassed in analysis and curative value by other water from Mineral Wells, Texas, which is unequaled by any water for the usual ills of Southern latitudes. Because we alone receive water in tank cars and bottle it here, thus saving freight charges both ways on glass packages, we can deliver 1-gallon bottles in Shreveport at $1.75, in crates at depot $1.00. Syphons 50 cents. If they have not been used for any other purpose bottles are returnable at 75 cents; in crates $1.00.

OLYMPIA WATER COMPANY

Olympia Wells Water for Rheumatism • Kidney • Bladder • Stomach
Malaria & Debility Troubles

Phones: Old 1451 ; New 923

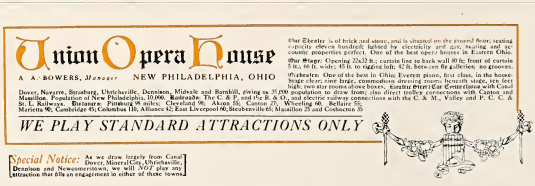
1623 Texas Avenue

SHREVEPORT, LA. _____ 191

FIG. 3.—Where there is a large amount of matter on a heading, gathering a large portion of it into a panel aids in effecting a pleasing design.

difficulty in arranging it in a pleasing manner. If, however, it is of such nature that it can be gathered into a panel as shown in Fig. 3, an attractive arrangement may be easily secured. Fig. 4 also shows a heading which contains an especially large amount of text matter. It will be noted, however, that the compositor has successfully brought out the important features in contrast to the bulk of text matter, and in addition to this has found it possible to introduce an appropriate decorative spot.

When, however, there is but a small amount of text matter, a more simple design, without panels of any kind, is preferable. A rule-design, the various panels of which the compositor has obviously had difficulty in filling, is to be avoided. Such a design is


Union Opera House

A. A. BOWERS, *Manager* NEW PHILADELPHIA, OHIO

Dover, Navarre, Strasburg, Uhrichsville, Dennison, Midvale and Burnhill, *owing to* 35,000 *population to draw from; the finest theatre between Cleveland and Columbus, with Exclusive Booking Privileges.* Manillan. Population of New Philadelphia, 10,000. Reachable. The C. & P. and the B. & O., and electric railway connections with the C. A. & Y., Valley and P. C. & St. L. Railways. Distance: Pittsburg 99 miles; Cleveland 90; Akron 55; Canton 25; Wheeling 90; Bellaire 55; Marietta 95; Cambridge 45; Columbus 110; Alliance 42; East Liverpool 90; Steubenville 65; Massillon 25 and Coshocton 35

The Theatre is of brick and stone, and is situated on the ground floor; seating capacity eleven hundred; lighted by electricity and gas; heating and acoustic properties perfect. One of the best opera houses in Eastern Ohio.

The Stage: Opening 22x22 ft.; curtain line to back wall 40 ft; front of curtain 5 ft., 16 ft. wide; 45 ft. to ragging loft; 42 ft. bets-ons fly galleries; no grooves.

Dressing Rooms: One of the best in Ohio; Everett piano, first class, in the house. Stage clear; nine large, commodious dressing rooms; beneath stage, ten feet high; all provided with hot and cold water boxes. Seating Capacity: Car Comfortable with Good Comfortable.

WE PLAY STANDARD ATTRACTIONS ONLY

Special Notice: As we draw largely from Canal Dover, Mineral City, Uhrichsville, Dennison and Newcomerstown, we will NOT play any attraction that fills an engagement in either of those towns.

FIG. 4.— Here the compositor has taken care of a large amount of text matter and in addition has managed to find room for an appropriate decoration.

of letter-heads. On these professional headings the type is placed in a small group in the center of the heading or in the left-hand corner. In Fig. 1 is shown a heading of this character, with the group of type placed in the center.

For headings which contain a considerable amount of reading-matter, the plain block letters — lining gothics, etc.— are especially desirable, as they allow shown in Fig. 5. In this case the compositor apparently had uppermost in his mind the using of this particular panel arrangement regardless of whether or not it was suited to the particular copy in hand. A more simple arrangement, such as that shown in Fig. 6, would have been much more in keeping with the amount of copy furnished, and would have been gotten together more easily than the panel design.

In contrast with the simplicity of the heading shown in Fig. 6 is the one reproduced in Fig. 7. Here we have a wealth of panels, decoration, etc., all of which tends to the making of a complicated confusing design.

which contribute to the production of a good letter-head. An extremely plain type-design supported by good presswork, good stock and good ink will give a far better appearance than an ornate arrangement of type accompanied by poor presswork and a poor

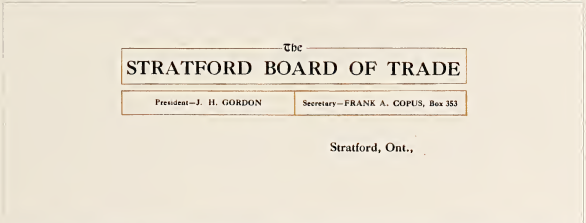


FIG. 5.— Panel designs should be avoided unless there is sufficient text matter to properly fill them. Where the amount of matter is small, a more simple arrangement, such as that shown in Fig. 6, is preferable.

A Few Suggestions.

Panel designs should not be used on letter-heads unless there is sufficient matter to properly fill the various panels. Dividing a job into panels and then having obvious difficulty in finding sufficient text to fill them all should be guarded against.

Avoid having too many type-faces in the same design. As a usual thing, one series of type is sufficient.

When using rules, either for panels, divisions, or underscoring, care should be taken that they harmonize in tone with the type.

Far better the white space than decorative effects which do not harmonize with the type-face and the selection of stock and ink. Poor presswork is not so noticeable on a plain job as it is on an elaborately paneled one.

Consider whether or not the series selected for a job is appropriate. Don't set a letter-head for an iron foundry in a series of text type.

Some letter-heads show the date-line set in type of a size out of all proportion to the remainder of the job. Ten-point capitals or twelve-point lower-case of the series of type used will give a line that is sufficiently large.

Specimens.

HYMAN B. RUBIN, Troy, New York.— Your specimens are quite satisfactory, although on the large automobile card we note

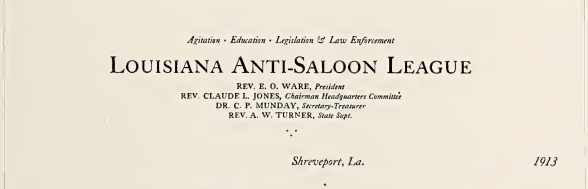


FIG. 6.—A simple design, well adapted to a small amount of copy.

subject. Delicate hair-line ornaments are out of place on a heading for a blacksmith, as are also the crude chap-book ornaments on a letter-head for a professional man.

The simplest things are the best — and, for most of us, the hardest to do.

We should not overlook the fact that there are other things besides the arrangement of the type a crowded appearance due to the fact that you have used large type for nearly every line. A little more variation in the type-sizes would have been desirable. There is too much space between words in the top line, especially in consideration of the small amount of space between the ends of the line and the border.

ALFRED G. FISCHER, Baltimore, Maryland.— The cover-page of the Park Commission report is an interesting design, and we show herewith a reproduction of it. If the text matter in the upper panel had been a trifle stronger the whole effect would

have been much better. The arrangement of the border and cut is very satisfactory. The other specimens are well handled, and we are pleased to award you a "Certificate of Excellence."

JASON R. HIGGINBOTHAM, Miami, Oklahoma.— We would suggest that you confine each piece of work to one series of type if possible, as in this way you will get a harmony throughout each job, which is not found where you use several faces of varying shapes and tones. The envelope for the jewelry house is an illustration of the lack of shape harmony which is found where extended and condensed letters are used together. We would also call your attention to the fact that heavy type-faces do not lend themselves as readily to letter-spacing as do the lighter letter forms.

J. J. MARX, Springfield, Illinois.—Where you use a border consisting of several rules, as in the millinery advertisement, considerable margin should be allowed between border and text. We would also suggest that where rules are used for underscoring, care be taken that they are of approximately the same tone or strength of color as is the type beneath which they are placed. Both of the advertisements are good in their general arrangement.





The upper card, by reason of the various type-faces used, is inharmonious and not pleasing. Using but one series, as shown in the resetting, gives harmony of shape and tone.

J. H. BONE, Scranton, Pennsylvania.— The ticket is good in design, although there are a few points to which we would call your attention. A little less space between words in the upper line would improve the appearance, and a slightly heavier rule underneath this line would be more in keeping with the type as regards tone or strength of color. We would suggest that you keep the words "Tickets 25 cents" together, instead of placing "Tickets" at one end of the line and "25 cents" at the other end. A size smaller type for the line containing the date would conflict less with the main display line.

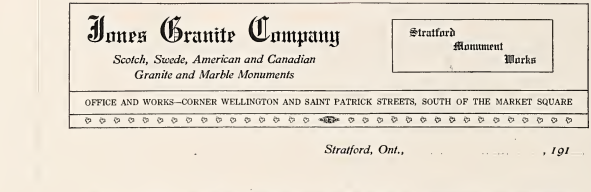


FIG. 7.—A wealth of panels and decoration tends to the making of a complicated, confusing design.



An interesting cover-design by Alfred G. Fischer, Baltimore, Maryland. The text matter in the upper panel should have been a trifle stronger.

WALTER WALLICK, Cerro Gordo, Illinois.— On one or two of your letter-heads the type matter has been placed rather close to the top of the paper. On the heading for C. E. Moore, a smaller decorative spot, more simple in design, would have been preferable.

JAMES B. OSBORNE, Bethel, Connecticut.—Where red and black are used as a color combination care should be taken that only a small portion of the design is printed in red. The warm colors — red, orange and yellow — should be used in small quantities —

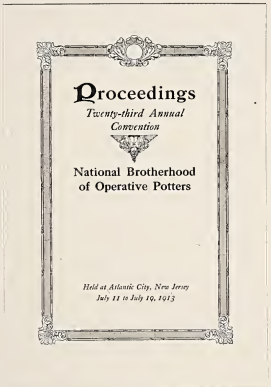
just enough to brighten up the page — with the bulk of the design in the cold color. Although no definite rules can be given as to the proportions to be used, we find that in combinations of red and black from five to twenty per cent of the design is all that can be pleasingly printed in the red. The card is very

F U R N I T U R E
Carpets — All Household
Rugs — Necessities
E. M. WHEELER FURNITURE CO.
SOMERSET
KENTUCKY
F. G. CARSON
Salesman — Phone 187
S T O V E S

A business card on which the excessive letter-spacing detracts from the legibility.

satisfactory. On the menu there is not enough space between the upper line and the border at the top.

CARL E. GRUBER, East Liverpool, Ohio.— Your specimens are all handled in a very satisfactory manner and call for no criticism whatever. The cover for the "Proceedings" booklet is nicely arranged and we show herewith a reproduction of it. If there had been a little more variation in the length of the two lines following the decorative spot the effect would have been still more satisfactory. We are pleased to award you a "Certificate of Excellence."



A pleasing cover-page by Carl E. Gruber, East Liverpool, Ohio.

DAVID STEUERMAN, Brooklyn, New York.— Both the letter-head and envelope corner-card are pleasing in design. Personally, however, we think that the color distribution on the letter-head could well be reversed, as the text-matter is a trifle weak as now arranged, while the decorative spot is much the stronger. We would also suggest that the heading be lowered a trifle.

W. L. BREWER, New Orleans, Louisiana.— The card is nicely arranged and offers no opportunity for criticism. We shall be pleased to criticize any specimens which you may send in, either stone proofs or press proofs.

WILLIAM F. HARVEY, Waterbury, Connecticut.— The ovolo border which you have used on the card suggests in its design the Roman architecture and for this reason is at its best when used in connection with the roman type-faces. The fact that it is light in tone or strength of color makes it desirable, in the interests of tone harmony, that it be used in connection with comparatively light type. The card is very satisfactory but would have been still more pleasing if kept all in one series of type.

LEO F. KOCH, St. Louis, Missouri.— While the pages of the menu are very interesting in their arrangements, both of them show too much regard for the panel work and not enough consideration for the text matter. If they were to be printed in colors this would not be so noticeable, as the decoration could be reduced in strength by the use of a tint, but as one-color designs they are not entirely satisfactory, due to the fact that the reading matter is not given sufficient prominence.

WILLIAM HANSFORD, JR., Somerset, Kentucky.— Some of your specimens show a tendency to letter-space too freely in an endeavor to square up lines and groups. While a certain amount of letter-spacing is desirable, we should avoid making it too obvious. We show herewith a reproduction of the card for the E. M. Wheeler Furniture Company, on which this letter-spacing has been overdone. A more conventional arrangement of the card would have been preferable.

GERALD SWEENEY, Spring Valley, Illinois.— We note in your work a tendency toward the use of larger type than is desirable, and would suggest a little care in this particular. When using rules for panels or for underscoring it is desirable that they be of approximately the same tone or strength of color as the type with which they are associated. The note-head for John Vacca contains too much decoration. We think that you did well in setting the bill in the time mentioned.

Regarding Type-Sizes

In response to an inquiry regarding the names used to designate type-sizes prior to the introduction of the point system, we publish the following which will no doubt be interesting to others besides the apprentice making the inquiry:

3-point	Excelsior
4-point	Brilliant
4½-point	Diamond
5-point	Pearl
5½-point	Agate
6-point	Nonpareil
6½-point	Minionette
7-point	Minion
8-point	Brevier
9-point	Bourgeois
10-point	Long primer
11-point	Small pica
12-point	Pica
14-point	English
16-point	Columbian
18-point	Great primer
20-point	Paragon
22-point	Double small pica
24-point	Double pica
28-point	Double English
30-point	Five-line nonpareil
32-point	Four-line brevier
36-point	Double great primer
40-point	Double paragon
44-point	Meridian
48-point	Four-line pica
60-point	Five-line pica

IF I have ever made any valuable discoveries, it has been owing more to patient attention than to any other talent.— *Sir Isaac Newton.*

LEIPZIG 1914



MAI-
OKTOBER

INTERNATIONALE
AUSSTELLUNG
FÜR
BUCHGEWERBE
UND GRAPHIK

Poster design by D. Tiemann.

Reproduced from *Archiv für Buchgewerbe*, Leipzig.

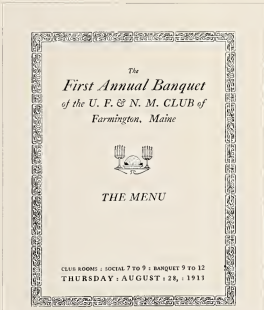
SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

F. J. BARTON, Farmington, Maine.— The menu and ticket designs are very nicely gotten up and neither of them calls for any criticism. We show herewith a reproduction of the ticket arrangement as well as reproductions of the pages of the menu.

GEORGE A. SEATON, Cleveland, Ohio.— Your house organ "Impressions" is very neatly arranged and well written. As a matter of personal taste, we would suggest that the dashes



By F. J. Barton, Farmington, Maine.

which you have used between articles be of lighter rule and a trifle longer. The design at the top of each page is quite pleasing. We shall be interested in future numbers.

W. W. FARNSWORTH, Fitchburg, Massachusetts.— The book is quite nicely arranged and well printed, although we note that you have had some little difficulty with the colored half-tones. We would suggest that in printing half-tones for work of this character, you run them considerably lighter, thus giving better opportunity for the effect of the coloring to be apparent.

A. H. NICKERSON, Norwood, New York.— The ticket is nicely arranged and we find no suggestion for improvement except that perhaps the running of a border or rule around the entire ticket, giving the cross rules something to connect with at the ends, might be desirable, especially as the two lower sections have been divided by the vertical rule.

GEORGE WETZEL, New Orleans, Louisiana.— The folders and leaflets are all exceedingly designed and offer little opportunity for criticism. On the cover of the leaflet entitled "store service" it might be advisable to set the first word in a size larger type in order to do away with the noticeably wide space between letters.

H. S. GUY, Laurel, Mississippi.— On the envelope corner card we note that the words in the main line are spaced rather widely and we would suggest that they be closed up a trifle. We also think this job would be as satisfactory with the border omitted. A little more space between the main line and the line containing the address would also improve the appearance. The other specimens are quite satisfactory, although there are a rather large number of panels on the "Theatre" heading.

E. E. KAECH, Rochester, Minnesota.— Both of the designs are very satisfactory and the simple arrangements which you have used tend toward the best results in type-design. With the exception of the fact that the initial letter on the blotter is placed at rather too great a distance from the balance of the word, of which it is a part, and that there is a little too much space between words in some cases, we find little to criticize. The line containing the address should be a little farther away from the firm name and should be more closely spaced between words.

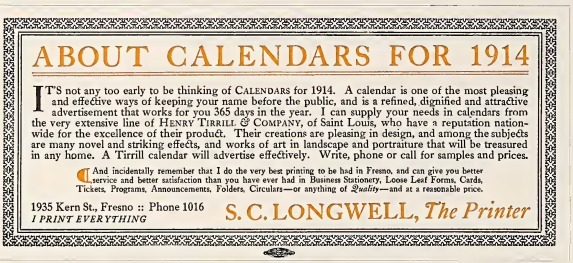


By F. J. Barton, Farmington, Maine.

BROWN PRINTING COMPANY, Camden, Arkansas.— We would suggest that on the cover for the booklet the three lines containing the name at the top be grouped closer together. Spreading them over so much space does not give a pleasing appearance and if they were placed closer together as one group rather than three, the design would be simplified. The inner pages of

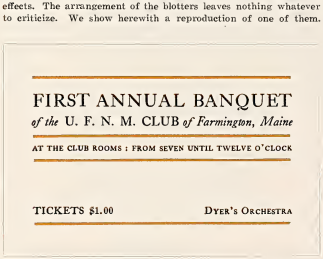
the booklet are fairly pleasing, although we would suggest that there is rather too much margin at the top, and the raising of the pages three or four picas, leaving the white space at the bottom, would be desirable.

The lines at either side of the monogram are rather long in consideration of the amount of space above and below them, and we think that if you had used a smaller size type for these lines and for the note at the bottom of the card, the general appear-



A blotter design by N. P. Eby, Fresno, California.

N. P. EBY, Fresno, California.—The blotters are all especially well designed and we note that you have carefully confined each design to one series of type, thus getting particularly attractive effects. The arrangement of the blotters leaves nothing whatever to criticize. We show herewith a reproduction of one of them.



A ticket arrangement by F. J. Barton, Farmington, Maine.

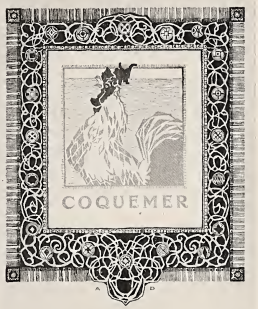
A PORTFOLIO of specimens from the house of Coquemer, Paris, France, shows some excellent work both as to design and color. Perhaps the most interesting design is a cover for a small folder, a reproduction of which we show herewith. The original is printed in black and several tints and is unusually effective.

BROWN PRINTING COMPANY, Camden, Arkansas.—The letterhead design is quite satisfactory and the color combination is good. We would, however, suggest that the heavy spots between the upper rules at the top are rather too strong to harmonize with the type matter on the heading and are in fact the most prominent forces of attraction. There is also rather too much space between the words in the line "Brown Printing Company," and a slight letter-spacing of this line would do away with this excessive space between the words. As a matter of personal opinion rather than one of criticism, we feel that the black rules above and below the small panels could well be omitted.

DAN BUZZARD, Decatur, Illinois.—We would suggest that inasmuch as the border which surrounds the job is made up of rules which are slightly heavier than those you have used to cut off the various groups in the center, it would be desirable in the interest of *tone harmony* to make this cross rule a trifle heavier.

ance would have been more pleasing. Generally speaking, however, the card is very satisfactory.

R. G. WIDICOMBE, St. Catharines, Ontario, Canada.—We note that in your colorwork, especially the combinations in black and red, you have a tendency to run too much of the matter in the bright color. We would suggest that in using black and red as a color combination, you confine the red to not more than twenty per cent of the surface of the job. Where more than this is used, the work is apt to appear flashy and loud. On the first page of the circular, we would suggest that the panel in the center be raised a trifle, as placing it directly in the center of the space between the upper and lower panels does not give the proportion which is desirable in type arrangement.



Attractive design from the house of Coquemer, Paris, France.

WM. RESCHKE, Holyoke, Massachusetts.—The commercial specimens which you have sent are quite satisfactory and the arrangements are very good. On the first page of the leaflet, we would suggest that you omit the spots on either side of the word

"and" and that you group the lines in the upper portion of the page a trifle closer. We would suggest that on the business-card you keep the name of the city and the name of the State together rather than placing them at opposite ends of the measure. While we frequently separate the street address from the city address in display work, it is usually considered desirable to put the city and State addresses together.



A pleasing title-page by J. F. Tucker, New Philadelphia, Ohio.

A FOLDER from Eugene L. Graves, Norfolk, Virginia, is an especially pleasing piece of type-design in colors. We show herewith a reproduction of it.

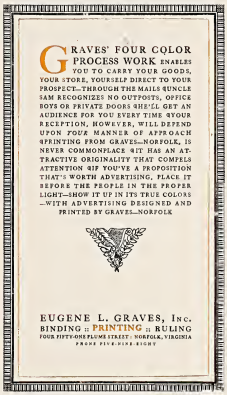
SPECIMENS of typographical design from *The Galt Reporter*, Galt, Ontario, Canada, are well handled and the color combinations are well chosen throughout. We show herewith a reproduction of an attractive label.



A label from *The Galt Reporter*, Galt, Ontario.

J. F. TUCKER, New Philadelphia, Ohio.— We would congratulate you upon the neat designs which appear throughout the work which you have sent. There is nothing whatever to criticize regarding these arrangements or the color combinations. The series of letter-heads, which you evidently used in a contest, is excellent throughout and we note with satisfaction the fact that you have carefully confined each specimen to one series of type. The card for the "Marsh Printing Company" is an especially pleasing piece of work and we regret that it does not lend itself to reproduction. The title-page for the booklet for the "Women's Club" is very pleasing and we show herewith a reproduction.

W. H. P. MCCLURE, Regina, Saskatchewan, Canada.— The specimens are very satisfactory, your heading for the "Base Ball Club" being especially appropriate and pleasing. We note, however, that on some of the specimens you have used rules which do not harmonize in tone with the type. This applies particularly to the leaflet for the "Westminster Bible Class" and we would suggest that the rule between the lines in the upper group be a trifle heavier. This also applies to the inner rule of the border. The letter-head for "Smith & Phillip" would be more pleasing if the firm name were in a type which would bring it out slightly stronger. The combination of curved and square corners on the "Grace Church" program is not pleasing.



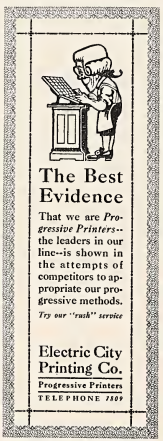
An attractive folder by Eugene L. Graves, Norfolk, Virginia.

WILL M. MACGILLIVERY, Boyne City, Michigan.— The letter-head is very nice in arrangement, although the red which you have used is not as clean as it should be. The three-column advertisement is also satisfactory, although we would suggest that perhaps too much of the display is of the same size and that subordinating a little of it would give better contrast and therefore more effective advertising. In the large sale bill, we note that you have used condensed and extended letters together in the upper panel and would suggest that the appearance, due to this use of letters which do not harmonize in shape, is not pleasing. Otherwise, the bill is very satisfactory in its arrangement.

THE HORNBY AGENCY, Uvalde, Texas.— We note that some of your specimens contain a wide variety of type-faces and would suggest that the most pleasing typographic designs are those which are confined to one series of type. Especially would we suggest that where you do use more than one series of type, the various pages be harmonious in shape and tone, and that you avoid the use of extended and condensed letters in the same piece of work. We note a lack of care in spacing lines and would suggest a little more attention to this particular point. You will note that on the letter-head printed on blue stock, the space between the words in the line containing the firm name is

very unequal and the appearance is not at all satisfactory. The space between words must be regulated according to the shape of the letters which begin and end those words.

COMMERCIAL specimens from the Electric City Printing Company, Great Falls, Montana, are well handled in every particular. Neat, tasty designs and harmonious color combinations are the rule and a careful selection of type-faces is noticeable throughout. We show herewith a pleasing arrangement of a blotter for a check book.



Blotter design by Electric City Printing Co., Great Falls, Montana.

THE SHULTZ PRINTING COMPANY, Wellington, Kansas.— The blotter which contains the question "Did You Obey That Impulse?" shows rather too much decoration and we would suggest that a plainer border with more white space on the blotter would be more satisfactory. We would also suggest that you have more variation in the sizes of type used on the blotter, and that you keep the name of the city and the name of State together in this as in other cases. On the other two blotters printed on white stock we note a lack of shape harmony, due to the fact that you have used extended and condensed letters in the same job, and would suggest that you avoid this as far as possible. We also note unusually wide spacing of condensed lines and would suggest that you avoid this. The blotter printed on green stock is very interesting in design and we find little, if anything, to criticize in its arrangement.

A. J. SCHLINGER, White Plains, New York.— The specimens are in general quite satisfactory, although there are one or two points to which we would call your attention. We note that on the first page of the "Constitution" specimen you have letter-spaced the text-letter in order to square up the group, and this letter-spacing is not pleasing. We would call your attention to the fact that the text or gothic type, from the nature of its design, does not lend itself to wide space between words, nor to letter-spacing. It should be set close together in order to get the rich black effect for which the letter was primarily designed. On the cover-page of the booklet for the "Hartsdale Literary and Improvement Society" you will note that the decoration does not harmonize well with the type, the former being light and delicate in line and the latter heavy and bold. This style of decoration would work out much more pleasantly with a lighter roman such as the Caslon Old Style. The program for the "Hitchcock Memorial Church" is very nicely arranged.

IMRI ZUMWALT, Bonner Springs, Kansas.— The specimens are very nicely handled, and offer but little opportunity for criticism. On the title-page of the school booklet we would suggest a trifle more space between the two lines at the top, and would suggest that the ornament be raised a trifle in order that it may not divide the space between the upper and lower groups directly in the center. The bottom line is too near the lower border, and should be raised. On the letter-head for the *Bonner Springs Chieftain* the color in which the rules are printed is too strong, giving them too much prominence. Dark blue for the type and light blue for the rules would form a pleasing color combination with the stock which you have used. The insurance card is rather bold in treatment. The leaflet is very pleasing, and we show herewith a reproduction of it.

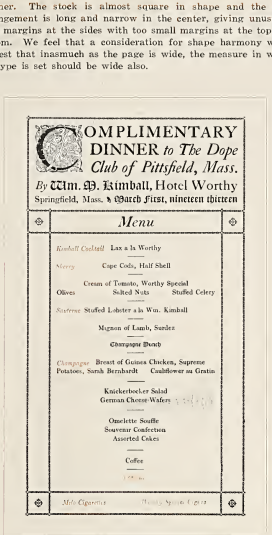
G. W. COLE, Galesburg, Illinois.— On the bill-head for the "Wenzelmann Manufacturing Company" we note that you have used several different series of type, and would suggest that commercial stationery set in one series is usually the most desirable. We would also suggest that the decoration around the word "manufacturers" be omitted, as it is rather too much and detracts from the appearance of the heading. On the leaflet for the "Porch Swings" a stronger line across the top would have given a more satisfactory result. The large circular in black and red is quite satisfactory in its design except for the fact that there is too great a percentage of the red used. Ordinarily we say that in a combination of black and red, not more than twenty per cent of the red can be used with good results. Inasmuch as you show a condensed letter at the top of the cover-page for the "Elevator" booklet, it would be desirable in the interest of shape harmony to use a condensed letter at the bottom also. The color combination on this page is very pleasing. We note your suggestion for making tint-blocks and thank you for it.

W. C. MARSH, Kingston, North Carolina.— While the arrangement of the cover-page of the "High School" program is quite satisfactory, the type-faces which you have used do not harmonize and we would suggest that but one series be used in work of this character. A shape harmony is best attained when one series is used and where the two type-faces are so far different in design as the two which appear on this page, the lack of shape harmony is readily apparent. On the cover-page for the program, the upper group and the lower group are placed rather close to the top and bottom rules and we would suggest a little more space. A consideration for shape harmony would also suggest that the title-page be arranged in a slightly different



Leaflet design by Imri Zumwalt, Bonner Springs, Kansas.

manner. The stock is almost square in shape and the type arrangement is long and narrow in the center, giving unusually wide margins at the sides with too small margins at the top and bottom. We feel that a consideration for shape harmony would suggest that inasmuch as the page is wide, the measure in which the type is set should be wide also.


COMPLIMENTARY DINNER *to The Dope Club of Pittsfield, Mass.*

By Wm. P. Kimball, Hotel Worthy

Springfield, Mass., March First, nineteen thirteen

Menu

Kimball Cocktail Lax a la Worthy

Mercy Cape Cods, Half Shell

Cream of Tomato, Worthy Special

Olives Salted Nuts Stuffed Celery

Sunfreeze Stuffed Lobster a la Wm. Kimball

Mignon of Lamb, Sunlez

Champagne Punch

Champagne Breast of Guinea Chicken, Supreme

Potatoes, Sarah Bernhardt Cauliflower au Gratin

Knickerbocker Salad

German Cheese Wafers

Omelette Souffle

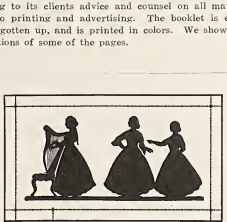
Souvenir Confection

Assorted Cakes

Coffee

Mild Cigarettes Worthy Special Cigars

Menu by the Loring-Axtell Company, Springfield, Massachusetts.


RECITAL OF *English Scottish and Irish Folk Songs* by the

MISSES DOROTHY, ROSALIND *and* CYNTHIA FULLER *of* SHUMINSTER NEWTON, DORSET, ENGLAND

In Early Victorian Costume, accompanied on the Irish Harp ❧ HIGH SCHOOL HALL

WEDNESDAY EVENING

MARCH 26, 1913

BENEFIT

$1,200,000 FUND OF SMITH COLLEGE

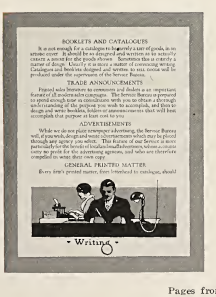
Doctor Augustus Smith Adamson

Program cover by the Loring-Axtell Company, Springfield, Massachusetts.

A PACKAGE of commercial specimens from the Loring-Axtell Company, Springfield, Massachusetts, shows some interesting typographical designs. Among others, a program and a menu are especially noticeable, and we show herewith reproductions of them.

THE HERALD PRESS, of Montreal, Canada, has issued a handsome booklet entitled "Service," in which are outlined the plans for giving to its clients advice and counsel on all matters pertaining to printing and advertising. The booklet is exceptionally well gotten up, and is printed in colors. We show herewith reproductions of some of the pages.

C. M. BROSIUS, Sumner, Mississippi.— The "sale" bill is very nicely handled, although we would suggest the avoiding of letterspacing condensed type, as has been done in the top line. This, however, was perhaps due to a lack of a desirable type-face for this particular purpose. The general arrangement is very satisfactory. We note that you have spaced unusually wide between


BOOKLETS AND CATALOGUES

It is not enough for a catalogue to be merely a list of goods, in an attractive cover. It should be so designed and written as to actually create a need for the goods therein. Sometimes this is entirely a matter of text, but often the illustrations are of equal importance. Catalogues and booklets designed and written to suit a trade will be produced under the supervision of the Service Bureau.

TRADE ANNOUNCEMENTS

Printed sales literature to customers and dealers is an important factor in increasing business. Our Service Bureau is always pleased to spend a rough hour in consultation with you to obtain a thorough understanding of the purpose you wish to accomplish, and then to design and write booklets, folders or announcements that will best accomplish that purpose at least cost to you.

ADVERTISEMENTS

While we do not place newspaper advertising, the Service Bureau will gladly write, design and illustrate your copy, and we will place it through any agency you select. The forms of our Service are most particularly for the benefit of local mercantile business, whose interests may be made for the advertising agencies, and who are therefore compelled to write their own copy.

GENERAL PRINTED MATTER

Every firm's printed matter, from letterhead to catalogue, should

- Writing -


THE BUREAUS FIELD

THE HERALD PRESS SALES SERVICE is for users of printing who have a Service Bureau. In its scope from the design of your stationery or label to the going of practical, experienced advice on your most important selling problem. It is more comprehensive than the service of any Service Bureau.

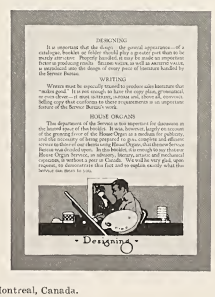
Mr. Howe and his staff are experienced in sales-strategy, trained to analyze markets, conditions and organizations, and capable of bringing to bear all the knowledge gained from wide experience in solving other people's problems.

All that we learn about you is considered—in the same sense that the relations of a doctor or a lawyer are confidential. They cannot perform miracles—but they can encourage business & and suggest the methods.

PLANNING

The Service Bureau will make a careful analysis of your market, your selling methods, and all conditions which influence your sales, and submit, in writing, suggestions for such improvements as seem desirable. This is the most important service we can render, and it costs you nothing. We do not place newspaper or magazine advertising, but will be glad to put you in touch with reputable agencies when general advertising is required in your campaign

- Planning -


DESIGNING

It is important that the design—the general appearance—of a catalogue, booklet, folder, or other piece of printed matter be ready attractive. Properly handled, it can be made an important factor in producing results. Its use value, as well as attractiveness, is emphasized and the design of many piece of literature handled by the Service Bureau.

WRITING

Writers must be especially trained to produce sales literature that "makes good." It is not enough to have the copy plain, grammatical, or even clever—it must be intimate, serious and, above all, convincing. Selling copy that conforms to these requirements is an important feature of the Service Bureau's work.

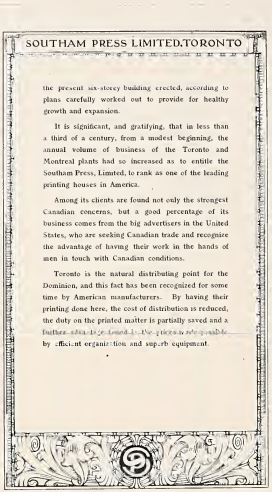
HOUSE ORGANS

The department of publicity is an important factor in the successful conduct of the business. It is also a most helpful one, on account of the growing favor of the House Organ as a medium for publicity, and the necessity of having prepared to go, complete and effective service to those of our clients using House Organs, that the house Service Bureau has established a department for the publication of House Organs. Service, in advertising, literary, artistic and mechanical expression, is without a peer in Canada. We will be very glad, upon request, to demonstrate the fact and to explain exactly what this service can direct to you.

- Designing -

Pages from an elaborate booklet by The Herald Press, Montreal, Canada.

words in some of the panels, and we would suggest that where a line or group of lines are surrounded by rules, it is always desirable that the space between the ends of the lines and the rules shall be as great or greater than the space used between the words in the lines. The advertisements in the paper are well handled, although we note a tendency in some cases to display too much of the matter in the advertisement, and we would suggest that the most pleasing arrangements are those which bring out but few points and subordinate the balance of the matter so that the few points brought out may attract the eye more pleasingly and forcibly. Where we attempt to display too much in an advertisement, we usually find that nothing is displayed as strongly as it should be.


SOUTHAM PRESS LIMITED, TORONTO

the present six-storey building erected, according to plans carefully worked out to provide for healthy growth and expansion.

It is significant, and gratifying, that in less than a third of a century, from a modest beginning, the annual volume of business of the Toronto and Montreal plants had so increased as to entitle the Southam Press, Limited, to rank as one of the leading printing houses in America.

Among its clients are found not only the strongest Canadian concerns, but a good percentage of its business comes from the big advertisers in the United States, who are seeking Canadian trade and recognize the advantage of having their work in the hands of men in touch with Canadian conditions.

Toronto is the natural distributing point for the Dominion, and this fact has been recognized for some time by American manufacturers. By having their printing done here, the cost of distribution is reduced, the duty on the printed matter is partially saved and a further [illegible] by efficient organization and superb equipment.

Page from a handsome booklet by the Southam Press, Ltd., Toronto, Canada.

Among the specimens received during the month perhaps the handsomest and most elaborate is a booklet gotten out by the Southam Press, of Toronto, Canada, to bring to the attention of the public its facilities for the production of the highest grade of printing. And the booklet itself is an exemplification of this ability. As an example of platemaking, designing, embossing and printing it is especially effective. We show herewith reproductions of some of the pages.

The Hillsboro Journal, Hillsboro, Illinois.— The card is quite satisfactory, except that there is too much space between words in the last line.

J. L. Bunker, Kansas City, Missouri.— The letter-head is good in design, although the rule is rather heavy to harmonize in tone with the type-matter.

Ward, Ellwood & Pound, Vancouver, B. C.— The booklet would have been more pleasing if you had printed the text matter in the brown, using the green for the decorative color.

Philip Reister, Hamilton, Ohio.— The specimens are well handled throughout, the type-designs and color combinations being very pleasing.

Probandt Printing Company, San Angelo, Texas.—A full display line at the top would improve the appearance of the blotter. We would also suggest a smaller amount of red.

Specimens from the F. H. Cole Printing Company, Centralia, Washington, are well gotten up, examples of color-printing being especially good.

S. J. Hulme, Melbourne, Australia.— The arrangement of the card is excellent, and although the lettering shows some slight irregularities this will readily be overcome by practice.

John Grossman, Cincinnati, Ohio.— The advertising card has been handled in a very satisfactory manner. A little brighter red would have made it more striking.

Fairview Printing Company, Detroit, Michigan.—A uniform style of arrangement for the pages throughout the booklet would have been preferable to the variety which is now shown.

Howard C. Hull, Charlotte, North Carolina.— The work is all satisfactory, the booklet of letter-head designs being especially good.



Page from a handsome booklet by the Southam Press, Ltd., Toronto, Canada.

A package of commercial specimens from Ralph J. McAnally, Omaha, contains exceptionally good designs, many of them being in colors. A careful simplicity of treatment characterizes all of Mr. McAnally's work.

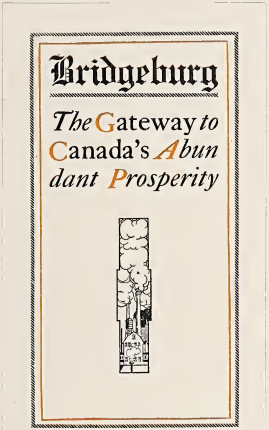
From the William F. Fell Company, Philadelphia, Pennsylvania, we have received a package of high-grade specimens, among the most interesting and attractive being a booklet in green and brown, on gray stock.

Specimens from the States Printing Concern, Spokane, Washington, are good in design and pleasing in color treatment.

E. F. Peterson, Galveston, Texas.— The specimens are excellent and you are to be congratulated upon their appearance. We show herewith reproductions of two of the ticket designs.

A booklet of two-color suggestions issued by the Electro-Tint Engraving Company, Philadelphia, Pennsylvania, is handsomely gotten up, the various pages showing pleasing color combinations printed from high-grade plates.

George Herzing, Nazareth, Pennsylvania.— The two upper lines on the title-page should be lowered a trifle in order that the space above them may be as great as the space at the sides. The ornament should be placed a trifle lower. Otherwise the page is nicely arranged.



Cover-design by The Review Company, Bridgeburg, Ontario.

A package of commercial specimens from Ellis Coleman, Shreveport, Louisiana, shows the same careful regard for the fundamental principles of type-design that has characterized his previous efforts. Neat, clean typography, usually in one series of type, lends a special charm to his designs.

Clay Printing Company, Hickory, North Carolina.— The blotter contains too much decoration — so much, in fact, that the reading matter is overshadowed and the advertising value is lost. A more simple design, in one or two colors, would have been more effective.

From The Review Company, Bridgeburg, Ontario, we have received a package of interesting typographical designs. One of the most pleasing is a booklet printed in black, green and red, on gray stock, a reproduction of the cover of which we show herewith.

Eskew Job Print, Portsmouth, Ohio.— The blotter is very pleasingly handled, although a slightly stronger display at the top would improve its appearance. It is always desirable that the heaviest and strongest display be at or near the top of the job.

We show herewith a reproduction of the striking cover of a booklet recently issued by Charles Hellmuth, New York, to further the interests of Raven Black Ink. The cover is printed in black and colors, and is particularly pleasing.





Tickets by E. F. Peterson, Galveston, Texas.



Cover of an attractive booklet issued by Charles Hellmuth, New York.

Brown Printing Company, Camden, Arkansas.— We would suggest that you avoid the hair-line rules in your designs, especially those which are to print on hard, rough paper, as the light rules rarely if ever print an unbroken line. Rules of one-half point face are preferable. There is a little too much space

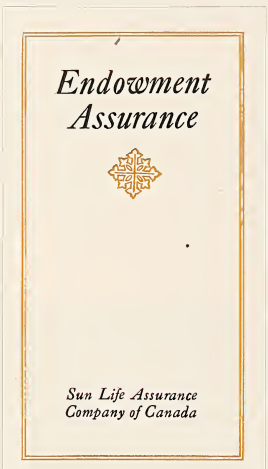
between words in the line containing the firm name. The design in general is very satisfactory.

SIMPLE, effective type-designs characterize the work of C. E. Haines, Montreal, Canada. We show herewith a reproduction of the cover-page of a booklet.

W. DICKSON, Gregory, Texas.— The examples are very satisfactory, although the decoration on the blotter is quite prominent and detracts to a certain extent from the text matter.

C. W. HEK, Southampton, Long Island.— Your specimens are very good indeed, and offer little opportunity for criticism. On the cover-page for the hospital booklet the use of plain rule dashes in place of the panels would have been preferable.

H. C. MILLER, Stratford, Ontario.— Some of the specimens show a tendency toward the use of too many panels and too much



Booklet cover by C. E. Haines, Montreal, Canada.

decoration. Unless the text matter lends itself readily to a panel treatment, the more simple typography should be used. Text type should always be spaced closely between words.

CHARLES MILLER, Chicago, Illinois.— The magazine is nicely gotten up, and you are to be congratulated upon its excellent appearance. The advertisements are particularly pleasing, due largely to the fact that they are in most cases confined to one series of type and are therefore harmonious in treatment.

W. E. JACKSON, Grenada, Mississippi.— On some of the pages of the booklet, notably the title-page and one or two of the advertising pages, you have used unnecessarily large type and the effect is not as pleasing as it would be if you had confined the work to the smaller sizes.

FOSTER & PARKES COMPANY, Nashville, Tennessee.— The booklet is very nicely gotten up. We would, however, suggest that the reading matter on the title-page be raised a trifle rather than placed in the center of the page. Where we divide a page in the center we do not secure the proportion which is so desirable in type arrangement.

A MENU and program for a dinner celebrating the opening of The Bancroft Hotel, Worcester, Massachusetts, is an especially elaborate piece of work. The cover is embossed in leather, and the inner pages are printed in colors, on rough hand-made stock, the illustrations being tipped on. It bears the imprint of George W. King & Son.

J. E. LUX, Chicago, Illinois.— The blotter is a good example of rule-design, although the colors are too strong. A tint in place of the red would have been an improvement. There is too much space between words in the top line. Where initial letters are aligned with the bottom of the words which follow them there is no necessity for indenting the second line.

LOUIS J. HERZBERG, St. Louis, Missouri.— The combination of extended and condensed letters does not give the harmony of shapes so desirable in good design, and we think that an arrangement which would admit of the use of one style of letter throughout the job would be preferable. The card would look well in a subdued color, but is too bold if printed in black ink. Perhaps a single rule on either side of the words "Contractor and Builder" would add to the legibility of the reading matter.

THE PERKINS PRESS, Walden, New York.— We would suggest that you avoid using the text letters and the block letters in combination in the larger sizes. This applies particularly to your own bill-head, on which you will note that the decorative shapes of the text type do not harmonize with the plain lines of the block letter. Where the smaller sizes of the latter are used this lack of harmony is not objectionable. We would also call your attention to the fact that the text letter should never be widely spaced between words. Some of the specimens are crowded in appearance, due to the fact that too many lines are displayed in large type.

EDW. J. BUNDICK, San Rafael, California.— Some of the specimens show a tendency toward the use of too many type-faces. This is especially true of the statement for the San Rafael French Laundry. In order to have our typographical designs pleasing, we must see that they conform to certain well established principles. Two of these principles are shape harmony and tone harmony. Both of these require that the type-faces used in a piece of work shall have something in common. Shape harmony requires that the various type-faces shall be of the same general shape, while tone harmony requires that they shall be of the same general tone or color. Where we mix a number of type-faces in one job the result is usually a violation of one or both of these principles. For this reason, a piece of work set all in one series is preferable to one on which several faces are used.

ADMONITION.

BY ROSS ELLIS.

Printer, soldiering there at your ease,
Watching your "take" with a red-rimmed eye,
Clicking your rule at a nervous pace,
Holding your breath as The Boss goes by,
Setting a stickful that looks like pi —
The game you're playing is bound to lose;
Buck up! It's never too late to try.
He travels fastest who cuts out booze!

Tired were you, thought that you'd need a brace,
Just one stiff jolt to be up to par?
Well, you got plenty in "George's Place,"
Shooting the dice on the beer-wet bar,
(Twenty-six drinks and a punk cigar)
You are a Prince to the bums and stews;
Yes, but *now* what do you think you are?
He travels cleanest who cuts out booze!

Not a concoction the drug stores sell,
Howe'er it bubbles and froths and flows,
Alters the fact that you feel like — well,
Like the last, lingering summer rose;
Nor does your fragrance delight the nose,
Despite your "breathlets" and "chicle-chews";
Yet you imagine that no one knows —
His job is safest who cuts out booze!

ENVOI.

Printer, paste this in your work-day hat:
Little it matters what path you choose,
Over the hills or along the flat —
He travels farthest who cuts out booze!

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Metal Adheres to Mold.

A North Carolina linotype machinist writes: "I am having trouble with metal clinging to mouthpiece of Model 8 linotype 'carbolite' molds after a few moments' run. Am unable to account for this. As you will see by the enclosed impression of mouthpiece, the lock-up is perfect, no whiskers on back of slug when mouthpiece is clean, but the slug soon gets smooth on the bottom. The machine does not back squirt. I have a number of other machines having both steel and carbolite molds, but not one has this defect."

Answer.— You should procure a thermometer (J 682) and test the metal temperature. It is quite likely you will find that if you increase the temperature a trifle it will remedy the trouble. Do not turn down your mouthpiece burner, as this often causes the trouble you refer to. Also see that this burner has a blue flame. We do not believe that you will have any further trouble if you secure a proper temperature. The test on paper you send looks all right, but we would not depend upon it if we were in doubt. Would prefer a test of ink from mold to mouthpiece. Coat the mold lightly with red or bronze-blue ink and have the mouthpiece free from metal. Remove the back mold-wiper and allow the cams to make several revolutions. The test shown by ink on the mouthpiece can be relied upon. Lubricate the back mold-wiper with Gredag.

Face of Slug Damaged.

An operator in Utah writes: "Enclosed find slug with the letter 's' smashed. The trouble occurs most on the black eight-point. I readjusted the screws on the first elevator and the trouble stopped, but only temporarily. We have a Model 5, which has been in use nearly four years. The elevator does not seem to take the right position while casting, or the trouble lies with the justification. What is it?"

Answer.— Tighten the left gibs of the first elevator a trifle, yet allow enough play so the elevator can descend freely. Set up a short line and recast about four slugs. Examine the face and see if any bruises occur next to the spaces. If a bruised character is seen, the next step will be to again recast four slugs from the same line. During the casting of the lines hold the pump-stop to the right. Again examine the face of the slugs next to the spaces. It is quite possible that the bruises will not be found on slugs cast while you hold the pump-stop to the right. Still, if bruises are found the same as before, then test and reset down-stroke of the first elevator. Have the machine come to a stop just before the line is cast. Observe the space between the vise cap and the back screw of the first elevator. If you note that there is more than one point space then loosen check nut and turn the screw so that a space of about one point is secured between end of screw and vise cap. Again recast, and examine face of the slug as before. To recapitulate: Set elevator left gibs so as to allow the minimum space for the slide. Weaken the pump-stop spring so that it will just have stress enough to return the right jaw to place and no more. Reset the down-stroke of the first elevator as described last.

Bent Line-Delivery Slide-Finger.

A correspondent in Indiana writes: "I notice in your September issue a communication from a linotype operator in Wisconsin stating that he is having trouble with damaged matrices on his Model 10, and as I had exactly the same experience with the Model 10 here when it was first installed, I am sending a suggestion which I think will remedy his difficulty. The first thing to do is to take off delivery-slide spring (D 405) from back of face-plate, as this is usually found too strong for the Model 10, and if stretched is apt to be so loose that it will fall off and clog the delivery. I have found the machine works equally as well without it. Next take delivery-slide long finger (D 588) off and bend same so that it will slant slightly toward starwheel at bottom. This allows the matrices to crowd together as they enter vise jaws and tends to keep them from crowding off on end of line. It may seem at first glance that this operation is just backward and that the matrices would crowd worse than ever, but this does not prove to be the case. The long finger (D 588) should be filed off at the bottom to make an angle where it is now notched and then set up close to the assembler finger (D 1547) for all measures. Great care must be taken in bending the long finger so as to prevent breaking. The safest way to do it is to put it in a vise and bend, using two small blocks near the ends on one side of the finger and one block near the center on the opposite side."

To Lighten the Keyboard Touch.

An operator writes: "I have read your Machine Composition Department for quite a while and it has helped me in a good many cases, but here's one on which I wish you would give me your advice. I am working in a two-machine plant — Model 1 and Model 5 machines. The Model 1 machine has comb-spring in keyboard keybars and you have to punch the keyboard very hard in order to get the letter. Which is the quickest, easiest and best way to loosen up the keyboard and make it almost the same as the Model 5?"

Answer.— You can improve the touch of your keys by removing the comb-springs and by cleaning the key-levers and keybars. This procedure will cover the operation fully: (1) Lock the verges. (2) Remove the keyboard covers,

belt, disconnect the link from the assembling elevator, remove pi tray and copy-hooks. (3) Take off the front and back cam frame. Remove the screws that attach the key-rod lower guide to the keyboard posts and the screws that hold the lower spring-plate to the posts. (4) Remove the screws that attach the keyboard to the base of machine. (5) Tilt upward the front end of the keyboard and hold the spring-plate outward from the lower guide-plate and as the top of the keyboard posts descend, the dowels will not catch on either the guide-plate or spring-plate bars. This latter part of the operation is attended with that possibility, and if such an occurrence takes place the operator comes to grief, because the keyrods are detached from the verges. However, with care it should not occur. When the keyboard is placed on a well-lighted table or bench the work of removing comb-springs and cleaning may begin. Remove the screws in the key-lever fulcrum rods and take out the rods and then the levers. Remove the screws in the keybar banking bar and remove the keybars from their guides. The tray may be detached from the frame, and the frame cleaned of dust by using a bellows or other means. The keybars may be washed in gasoline and allowed to dry. Rub them on both sides on a graphited cloth. Stack them on their edge in a galley, turning them all one way, then graphite the upturned edges with a brush. Turn them over and give the same treatment to the opposite edge. The key-levers may be polished on both sides near the front end where they have contact with the sides of the slots. Clean the slots with gasoline on a cloth rubbed in on the end of a piece of brass rule. Clean the slots of the upper and lower guides of the keybars, then graphite these slots with a brush. Polish the fulcrum rods and the banking bar and graphite them. Remove the comb-springs and leave them off. In assembling these parts put in the lower row of key-levers and their fulcrum rod, then the next row and their fulcrum rod and so on. When this is done, turn the back of the keyboard toward you, place a block beneath the back lower end and raise it about four inches. Place the keybars in position on the ends of the key-levers and then put in the banking bar. Put on the keyboard, using care in passing the upper end of the posts between the lower guide-plate and spring-plate bars. Fasten with the screws and then attach the lower guide and spring-plate bars to the posts and see that all keyrod springs are in place, connect the assembling elevator. Remove the rollers and wash them in soapy water or roughen their surface with coarse flint paper. Wipe the bearings clean and rub on a drop of oil. Withdraw the cam-yoke wire and the trigger wire and place the triggers in a vessel and cover with gasoline, allowing them to soak while you clean the cam yokes and oil the cams. With a piece of cloth slightly dampened in gasoline wipe the free end of each cam yoke. Examine the milled edge of every cam and sharpen those that need it with a fine three-cornered file. Take a piece of fine wire, flatten one end and use it to deposit a drop of clock oil on the pivot of each cam. Examine each wire and straighten and polish those that require it. Remove the triggers from the gasoline and dry them. Rub them on a graphited cloth. Before putting them in place in the cam frames take a clean cloth and moisten it with gasoline and clean all of the slots in the frames, then with a brush graphite these slots. Place the cam frame in a raised position with the bracket perpendicular and put in the triggers, passing the wire through the lower hole. Invert the cam frames, if it is the old-style frame, and put in all the cams, then pass in the wire. Put in the roller and turn it to bring all of the cams normal. Of course the triggers should be in proper position also. Lock the triggers by passing a wire through the upper hole and allow it to extend past the edge of the outside bracket. The bracket screws, the small ones on the outside, should be a trifle loose. Put the cam frames in position by first placing the upper ends of the brackets on the dowels, then the lower end, inserting the screws that hold them in position. When they are attached in place, see that the rolls turn freely. When the parts are properly placed put on the belt and remove verge lock and try the keys. Avoid using gasoline on the rollers and cams while they are in the machine.

Minor Difficulties.

An operator in Iowa writes: "(1) I am enclosing a slug which you will notice has a fin on the left-hand end, as if the metal squirted between the vise jaw and the liner. The liner and jaw appear to be in good condition; I change liners several times a day, but the result is the same on all slugs. The left-hand vise-jaw block has considerable play in the casting, allowing the jaw to be pressed back past the right-hand jaw. Would that cause the fin? (2) I intend to lower the pot as the impression of the mouthpiece holes are not in the center of the slug. (3) When recasting lines in the auxiliary position, the first elevator often stops at the top of the vise frame on account of the blocks supporting the matrices projecting slightly from the elevator head and catching on top of the vise frame. Is it because the elevator rises too high? They do not bother when recasting light-face lines. (4) Sometimes when a line containing both light and black face characters ascends to the first-elevator cap head, the lugs that release the black-face characters, allowing them to drop, will bind slightly, causing the elevator to go up with a bang. What is the cause and remedy? (5) Occasionally when a line is about to transfer, the matrices will strike against the end of the second-elevator bar, stopping the machine. By agitating the spaceband transfer lever a little the line transfers all right. (6) The right-hand end of the mouthpiece will sometimes get cold so that the slugs are worthless; then I have to stop and warm up the mouthpiece with the torch. To keep it warm enough I have to keep the blaze turned up so that it blazes up around the end of the mouthpiece. I have repacked the mouthpiece, but it doesn't help any. The foreman told me that the fins have always been on the end of the slugs, and one of the employees who operates the machine part of the time, told me that the mouthpiece has been getting cold on the right-hand end for the past three years."

Answer.—(1) The outside of the liner, near mold cell, is probably worn by contact with the right jaw. The fault is not with the jaw, but likely with the mold cap not holding the liner tight. Get a new liner. You may find that the mold cap is warped. (2) The jets on the slug show that the pot has correct height. If you lower it the jets will not show full and round next to the base of slug (smooth side), so leave the pot as it is. (3) The names you give to parts and the reference to positions make it difficult for us to understand what you mean. Please give this question again. (4) Try graphiting the top of the duplex-rail levers and the back edge of front jaw and see if the first-elevator jaw will not seat with less noise. If this does not effect a remedy take the jaw off and remove the plate from the lower side of the front jaw, then polish the duplex rail with graphite. Replace the parts and try it again. (5) At times it is found that the duplex lever springs are too stiff. Keep the working parts lubricated with graphite. The catching of a line on the end of the second-elevator bar may be due to a weak or broken starting-spring. Examine the spring,

and if it is not broken it may need an increase of stress.

(6) If the mouthpiece gets cold on the right end it may be due to an obstruction in the chimney of the pot. Remove the cover and liner and explore the ventilator openings with a wire to dislodge soot or other obstructions. The mouthpiece burner should be turned up full, and the governor should be set to allow sufficient heat to keep the metal back of the mouthpiece from getting cold.

Metal-pot Burner.

The following interesting communication is from a Kansas correspondent: "I had been having trouble with the burner under the mouthpiece, and following your instructions, I removed pot cover (there is no liner on this machine) but failed to find any obstruction, and there was no soot whatever. The fire under the pot is never turned out except when necessary to clean burners. However, I tried lighting the burners from top of chimney. They lighted, but not readily, and then I was compelled to light the throat burners, as they would not light from the chimney every time as the pot and mouthpiece burners do. We use natural gas and it is exceptionally clean, absolutely no soot, and get a good blue blaze. In one experiment I discovered the throat burners would stay lighted if I turned the blaze under the pot very low, but as I gradually turned it up the blaze under the throat would diminish. But on taking the auxiliary burner (the burner I use to occasionally heat up the mouthpiece), lighting it, and gradually running it up under the throat, I discovered it would stay lighted until I got within about three-quarters of an inch from the top of the throat burners. I removed the burner and cut off about three-quarters of an inch of the throat burners, and that seems to have done the trick, for they burn fine and dandy now. I might have done wrong by reducing the height of the throat burners, but as they were of no use to me before, I thought I would try it. There seems to be plenty of space between pot and jacket under throat. It works a great deal better and I have pretty good control of gas. One bad feature is that the last two letters or so on the right-hand end of slug seem to chill occasionally. I might state here that the mouthpiece burner troubled me also. It had a tendency to flicker out at right-hand end for a second or two and then light again. The ventilation holes back of it, opening into chimney, were open, which I suppose is right. I removed the tin shield in front of burner, which is screwed into that part of the crucible holding mercury reservoir, and that seemed to remedy the fault, but still I get the cold letters occasionally. Holes in mouthpiece are not clogged, as I can run a wire through them freely."

Answer.— We believe you can improve the sharpness of the letters on the right end by raising the pot a trifle on that side. Turn down on the top screw of the right pot leg. Set up a line and recast two slugs. Allow the machine to stop, then turn down on this screw and recast a few more slugs. Examine the characters on the right end with a magnifying glass to determine if any change has taken place. If no improvement is noted it may be necessary to deepen the cross-vents or drill another hole between the first and second which will form a triangle. This hole will be a trifle above the other two and between them. Then take a heavy knife-blade and hammer and cut the cross-vents deeper. After this is done take a second-cut file and smooth down the ridges formed on each side of the vent cut. (See page 187, of "Mechanism of the Linotype" for information about files. No. 3 file, as shown on that page, is suitable.)

Recent Patents on Composing Machinery.

Paper Perforator.— F. H. Pierpont, Horley, England, assignor to Lanston Monotype Machine Co., Philadelphia, Pa. Filed April 12, 1911. Issued May 13, 1913. No. 1,061,561.

Pump.— F. H. Pierpont, Horley, England, assignor to Lanston Monotype Machine Co., Philadelphia, Pa. Filed March 4, 1912. Issued May 13, 1913. No. 1,061,562.

Low-metal Alarm.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed May 7, 1910. Issued June 3, 1913. No. 1,063,267.

Typecaster.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed May 17, 1909. Issued August 19, 1913. No. 1,070,876.

Two-letter Matrix Assembler.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed November 15, 1909. Issued August 19, 1913. No. 1,070,947.

Two-letter Matrix Distributor.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed January 27, 1912. Issued September 9, 1913. No. 1,072,653.

Multiple Magazine Matrix Escapement.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed November 14, 1912. Issued September 9, 1913. No. 1,072,737.

Two-letter Matrix Distributor.— L. E. Morrison, New York, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed February 28, 1912. Issued September 9, 1913. No. 1,072,763.

Two-letter Matrix Assembler.— F. W. Neumayer, Baltimore, Md., assignor to Mergenthaler Linotype Co., New York. Filed July 21, 1909. Issued September 9, 1913. No. 1,072,765.

Sluggesting Machine.— C. Crisp, London, England. Filed March 18, 1911. Issued September 9, 1913. No. 1,072,917.

Typograph.— J. Dorneth, Berlin, Germany, assignor to Typograph G. M. B. H., Berlin, Germany. Filed July 26, 1907. Issued September 9, 1913. No. 1,072,927.

Multiple Magazine Distributor.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed November 9, 1911. Issued September 16, 1913. No. 1,073,170.

Pump-valve.— D. Petri-Palmedo, Providence, R. I., assignor to Electric Compositor Co., New York. Filed December 23, 1911. Issued September 23, 1913. No. 1,073,705.

Type Casting and Setting Machine.— H. J. S. Gilbert-Stringer, Brighton, and P. W. Druitt, Mitcham, England, assignors to E. H. Allen and A. F. DePonblanque, London, England. Filed February 12, 1910. Issued September 30, 1913. No. 1,074,546.

Linotype Keyboard Cam.— F. E. Bright, Philadelphia, Pa. Filed March 4, 1911. Issued October 7, 1913. No. 1,074,832.

Two-letter Matrix Transfer.—H. Degener, Berlin, Germany. Assignor to Mergenthaler Linotype Co., New York. Filed January 14, 1911. Issued October 7, 1913. No. 1,074,843.

Vise-jaw and Molder-liner.— P. F. Dodge, New York, assignor to Mergenthaler Linotype Co., New York. Filed December 18, 1912. Issued October 7, 1913. No. 1,074,848.

Multiple Magazine Linotype.— P. F. Dodge, New York, assignor to Mergenthaler Linotype Co., New York. Filed January 2, 1912. Issued October 7, 1913. No. 1,074,926.

Distributor Clutch.— R. M. Grove, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed December 28, 1911. Issued October 7, 1913. No. 1,074,945.

Matrix Escapement Mechanism.— D. S. Kennedy, Brooklyn, New York, assignor to Mergenthaler Linotype Co., New York. Filed January 22, 1913. Issued October 7, 1913. No. 1,074,956.

Multiple Magazine Distributor.—J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed April 1, 1912. Issued October 7, 1913. No. 1,074,980.

Water-cooled Mold Disk.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed September 12, 1910. Issued October 7, 1913. No. 1,075,024.

Multiple Magazine Distributor Entrance.— R. O. Boardman, Grand Rapids, Mich., assignor to Mergenthaler Linotype Co., New York. Filed January 16, 1912, and September 11, 1912. Issued October 6, 1913. Nos. 1,075,137 and 1,075,138.

Mold Disk.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed July 13, 1911. Issued October 7, 1913. No. 1,075,141.

Slug Ejecting Mechanism.— H. A. W. Wood, New York, assignor to Wood & Nathan Co., New York. Filed September 28, 1907. Issued October 7, 1913. No. 1,075,180.

TUMBLING THE TYPE.

Not perhaps since that memorable error occurred in a newspaper in which the Empress Eugenie was referred to as the "Express Engine," has so curious a mistake been made in a heading as that which figured in the *Islington Gazette*, August 25. An article dealing with the serious outlook in the London building trade was given the heading: "The 'D — n Fools'' Policy," but without the softening rule which appears here. It is obvious that the words should have been "down tools." On the following day this apology appeared: "We regret that owing to a printer's error, a heading in our issue of yesterday given by a member of the staff to a brief article on the painters' strike, 'The "Down Tools" Policy,' was converted into a phrase never intended by the writer, and which under no circumstances would be sanctioned by the editor." Those who know the reputable manner in which the paper is conducted would never think otherwise.—*Printers' Register.*

THE STEVENSON EXTENSIBLE LINER.

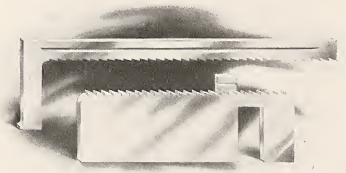
Linotype machinists and operators who have experienced difficulty piecing, building up liners or using emergency liners will be interested in the accompanying illustrations, showing the new extensible liner now being placed on the market by Ashton G. Stevenson — more familiarly known as "Steve" or "the man behind the matrix" — who became so widely known in printing circles through the invention of the lino-tabler system, the broach and other devices for tabular work. Mr. Stevenson has taken great pains to perfect his new liner before



The Stevenson Extensible Liner.
Separated to show the construction. This size will take care of all measures from thirty down to eighteen ems.

placing it on the market, and in order to develop any points that might be improved he placed some of the liners in several offices where they were in practical use for over a year. This brought out a few minor points which have been incorporated, and now the inventor and a large number of machinists to whom he has shown the liners pronounce the construction as perfect, and the article as one of inestimable value to every office having a linotype machine.

Mr. Stevenson is very enthusiastic about his liners, and states that they are by far the greatest improvement he has given the trade. They will naturally be a great boon



The Stevenson Extensible Liner.
Separated to show the construction. This size will take care of all measures from eighteen down to four ems.

to the smaller office, which in the past has been handicapped by a lack of liners, and will be equally welcomed in the larger plant, where it is frequently desired to work several machines on one measure, and the very largest shops must face this problem regularly. Also on all twin-slug matter over 30 ems where odd measures such as 31, 33, 35, etc., are required, rarely has any office the necessary 15½, 16½ or 17½ em liners. As the teeth in the two sections are graduated by nonpareils, absolutely any measure or half-measure from 4 to 30 ems can be obtained by the use of the long and short sections.

At present these novel liners are being manufactured in 6, 8, 10 and 12 point; later they are to be put out in 5½, 7, 9 and 11 point. It will be readily seen that a set of eight of the new devices, two each in the four sizes, would give an office the same facilities it would enjoy from the use of over two hundred of the ordinary liners. Having all slugs cast to the exact size required will obviate a large amount of sawing or cutting, with the consequent burrs and crumbs of metal which throw the slugs out of true and prevent a perfect lock-up and make-ready. In matter requiring rules or borders surrounding, it will likewise do away with the filling matter between the slugs and border, with the consequent overlapping, working up or falling out of such filling, as the operator will be enabled to set the matter to the exact length required.

Many a job has been tied up and great loss of time involved, when in the rush of changing the machine too



Ashton G. Stevenson.
Inventor of the extensible liner.

long an ejector has been left or put in the machine with the inevitable smashing of the liner and frequently the mold. With the new devices the auxiliary piece would simply be forced out of the mold without damage to liner or mold.

The inventor claims that machine costs will be greatly lowered by the use of these extensible liners, as it is customary to charge the large amount of time required to cut or saw slugs as machine time, owing to the fact that incomplete facilities on the machine involve this extra labor, largely increasing the apparent hour cost of the machine.

Offices have been established in the Rand-McNally building, Chicago, where business will be carried on under the simple caption of "Lino Aids." When questioned as to the selection of this title Mr. Stevenson stated that he has under way a number of other patents, all of which are designed to simplify the working of the linotype machine and to aid the operator to an increased output. Judging from the success of his previous patents this new extensible liner should jump into instant favor, and the trade at large will watch with interest for the other patents to be placed on the market.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Obey Orders.

J. T., Springfield, Massachusetts, writes: "In the June issue, answering a correspondent who seeks information as to the correct use of the letter c in McHenry in a cap. line, you indicate the use of either a small-cap. or lower-case c. It so happens that in my work this difficulty crops up frequently, but in a small-cap. line, and the powers that be have prescribed the use of an apostrophe, presumably because there is no appreciable difference, in this particular font at least, between the small-cap. and lower-case c. In this exigency what would you do?"

Answer.— The only thing to do is to obey the prescription of the powers that be. In the earlier answer no thought was given to clear small-caps., the question being asked of clear caps. only. Such names are most properly printed with a c smaller than the text, but the most convenient way is McHenry, etc., when the c comes between two capitals. As a matter of proper form the apostrophe has no justification; but in a clear small-cap. line it is the only convenient character.

Point After Parenthesis.

A. V. G., Boston, Massachusetts, writes: "It has been a rule of our proofroom to omit punctuation before and inside parentheses and to place it outside the closing parenthesis. Ordinarily I can approve of this, but in sentences such as the following I assert that the comma should precede the parenthesis: 'In the catalogue of sale of September 29, 1863 (Exhibit G), with the exception,' etc. 'January 26, 1868 (the day of the great snowstorm), was the day,' etc. It seems to me that this practice throws the parenthesis into too close connection with the year, whereas it really refers to the preceding words in one case and to the day of the month in the other. The proofreader insists that the sentences are correct as above punctuated. We are called upon to punctuate all our copy, and so can not follow copy. Will you kindly tell me whether I or the proofreader is right?"

Answer.—The proofreader is right. Some people would not admit that we are right in saying so, but these people are much fewer now than they used to be. We do not know of any of them, however, who would do what our correspondent seems to indicate. If they used a comma before the parenthesis, they would use another at the end of the parenthesis, just before the closing curve. This is a cumbersome style that used to be common, but is now seldom seen. Parenthesis-marks are used to disconnect the matter enclosed, not to connect it with anything. As to referring to preceding words, in the first sentence, one could tell better if the whole sentence had been quoted; the beginning is omitted. It may easily be true that the parenthesis would fit better in another place, or that the sentence would be better without any parenthesis. In the other case it is true that the parenthesis refers to the day of the month, but it is also true that it refers only to the day of the month in a certain named year. No possibility of misunderstanding is to be found in either case; therefore there is no good reason for a departure from the rule. A good plan for such matters would be to accept what the proofreader says as correct; if you have a good proofreader he will generally not lead you far astray, to say the least. We do not see why you can not follow copy when copy is right, even if you are called upon to punctuate it. Sometimes the only effect of change is deleterious. It does not properly follow from such a demand that many points must be added, or that the pointing must be changed.

The Other Two.

R. L., New York, asks: "Has usage sanctioned such expressions as 'the other two' when 'the two others' is meant? That is, comparison being not between groups of two, but between one such group and another of any number."

Answer.— Yes, that is one of the many expressions that are continually used without challenge, save from an occasional hypercritic. We can not afford to indulge in such hair-splitting as the close logical distinction between the other two and the two others. It would yield no material gain, for no one could possibly understand it to mean anything other than exactly what is meant, no matter which expression happened to be used. Happening is good enough in all such cases, and no sufficient reason can be found for attempting to induce busy people to keep in mind such subtle distinctions between every-day forms of expression. Nothing would be gained in grammar, for each form is perfectly grammatical, since in each the words are used in regular construction. Hair-splitting is generally supposed to be almost obsolete; but there is still too much of it among would-be critics of grammar. Most of those who try their hands at such criticism make ridiculous blunders. Witness the frequent objections to had better and had rather as being ungrammatical; the almost universal adoption of over his signature instead of the correct under his signature, to the absurd result of using it often when the signature actually appears above; such things even in grammar text-books as Ramsay's saying that English adjectives sometimes take a plural, as in knights templars, which is proper only because templar is a noun, and many other absurdities based on false grammar.

WHAT we do upon some great occasion will probably depend on what we already are; and what we are will be the result of previous years of self-discipline.— *Liddon.*

Written for THE INLAND PRINTER.

THE DICTIONARY FOR THE PROOFROOM.

BY F. HORACE TEALL.

IT is inevitable that there should be different choices among the various dictionaries, and that no one ever can prove that one of them is actually the best. Every maker and every publisher is sure to assert superiority, and every agent who sells a dictionary must be well prepared to show that his is better than any other. An impartial comparison of any two, with anything like a strictly trustworthy result, is practically impossible. One thing that could be proved is that every one has some defects, and probably there is a nearly equal amount of weakness in each. Unquestionably no one of them is fairly entitled to the full measure of praise that is uttered for each. We mean by this simply that all dictionaries, like all other human works, have many imperfections.

Some time ago, when the writer said in print that every printing-office should adopt a large dictionary as its chosen authority and follow it without change, an editor expressed disapproval and said he had never used a dictionary of English. We may be certain that he has not benefited through lack of what the dictionary would have supplied. No man could possibly know the whole English language.

An error made by the objector was of a kind that is only too common, and is disastrous in many instances. He assumed that the recommendation to accept the dictionary as final authority was addressed to everybody, when it was clearly meant for printers only. It is a recommendation well worth repetition. No printing-office should be without a large dictionary, and in every office some one dictionary should be chosen as the final authority, and should be consulted frequently enough to insure full compliance with the order to follow it. Of course this order would be subject to special exceptions, but it should hold whenever such exceptions are not ordered. When spellings are to be used regularly that differ from those preferred in the dictionary, the chosen forms should be written or marked in the book. This should be done every time such a decision is made, without delay. In this way a convenient record of what is to be done can be secured, and this seems to be the only way to secure it.

Choice of the work to be adopted as authority must rest on individual preferences, and these are influenced in so many ways that no one can ever state them all clearly. Often the choice must depend on the opinions of other men, if it does not always. Not many persons can decide by examination and comparison which of two or more dictionaries is the best or most suitable for their use.

The present writer is one of the comparatively few who may be supposed able to choose independently, even because of the mere fact that he has had to compare much of our three large works closely. Such comparison was a compulsory part of his work on each of the three, especially for the purpose of avoiding infringement of copyright.



THE RAILWAY BUILDERS.

Scene on the line of the Grand Trunk Pacific Railway in Canada. In connection with these pictures of the rapidly developing Canadian Northwest, it is interesting to note that H. G. Goodfellow, who some years ago was connected with THE INLAND PRINTER, is now engaged as land agent for Fort Fraser (B. C.) lands, in the Westminster Building, Chicago, and reports a steadily growing interest in these prospects. American tourists are planning vacation trips to this great scenic country in increasing numbers, and Mr. Goodfellow, who has returned from an investigating tour, has a store of valuable information regarding the country for all interested inquirers. THE INLAND PRINTER and its friends are great developers of business.

Photograph by Edmund Kinyon, Grass Valley, California.

This, of course, involved only the definitions, which are not of prime importance to printers in their work, though important as information to everybody personally; but incidentally the details most sought by printers could not escape notice. In definition there is little difference as to general value; each of the three is too good to be subject to faultfinding except for some scattered small defects, from which no one is free. As to matters of form a decided preference may be expressed, with the assurance that it is terms ever given in one vocabulary, which greatly enhances its usefulness for printers. In the spelling there is much that does not please the writer, but that is equally true of all dictionaries except Worcester's, now so unfortunately disappearing. The spelling is nearly all just what people knew so many years as Webster's spelling, which has been much changed in the latest so-called Webster's Dictionary.

Use of hyphens in compound words is far more extensive in the Standard than in common usage, but only enough



MOUNT ROBSON IN WINTER.

At the base runs the line of the Grand Trunk Pacific Railway of Canada.
Photograph by Edmund Kinyon, Grass Valley, California.

the voluntary expression of personal opinion based on careful study.

The best dictionary for use as authority for printers is the Funk & Wagnalls New Standard Dictionary — not their original edition, but the new one just published, which differs from the old work in many ways, with much improvement in each item of change. In the old work many long paragraphs contained long lists of words run together in such a way that some of them were far from their proper position, and thus were not readily found. Because of this, such assertion was often made as that the book did not contain even the common word bifurcate, while the truth is simply that the word was out of its place, appearing in the midst of a large group. Such grouping is preserved in the new work, but in such a way that each word is in its own natural order alphabetically. A great gain is made in usefulness for printers by placing everything in one vocabulary order, including proper names of all kinds.

In the Standard is undoubtedly the greatest number of so to meet reasonable demands for consistency. Only so could it be a record of what is found in the best literature, and so it is like all other good dictionaries except one, with some differences by way of correction. Webster's International was in its time the only dictionary that split apart words long known as compounds, and its successor, the New International, is now the only one that shows similar exasperating confusion. No printer has ever closely followed any dictionary in making compound words. The Standard is the only one that can be closely followed throughout. In this respect the new edition is exactly like the old one. Its forms were adopted after approval of a full printed list by hundreds of scholars to whom it was sent for criticism and suggestion.

A matter that is far more troublesome than it should be is the division of words into syllables. Always in dictionary-making, until now, such division has been decided without sufficient recognition of the practical needs of printers. Phonetics and etymology have had excessive and often puzzling effect, thus confusing a practice susceptible of

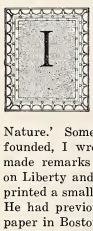
pure simplicity and easy consistency and resting on a substantial scientific basis. It is a remarkable fact that until now syllabication for a dictionary has never been entrusted to a printer.

The editor in charge of pronunciation and syllabication on the New Standard Dictionary worked many years at typesetting and proofreading before he became a lexicographer. That editor was the present writer, who therefore knows irrefutably that the practical side of the question was always kept uppermost. If any one can ever find a way to make the division of words more simple, more practical, or more consistent, he will gladly welcome the improvement, but he will be very much surprised.

Written for THE INLAND PRINTER.

FRANKLIN'S FIRST BOOK SELLS FOR $5,025.

BY HENRY LEWIS BULLEN.



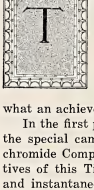
N December, 1724, Benjamin Franklin arrived in London. In his "Autobiography" he tells us, "I immediately got into work at Palmer's, then a famous printing-house in Bartholomew Close, and here I continued near a year." "At Palmer's I was employed in composing for the second edition of Wollaston's 'Religion of Nature.' Some of his reasonings not appearing to me well founded, I wrote a little metaphysical piece in which I made remarks on them. It was entitled 'A Dissertation on Liberty and Necessity, Pleasure and Pain.'" Franklin printed a small edition of this pamphlet at his own expense. He had previously written pieces for his brother's newspaper in Boston, but this was his first book. It circulated sufficiently to induce certain men of prominence to take notice of the nineteen-year-old compositor. It expressed freethinking ideas, which in later years Franklin modified, saying, "My printing this pamphlet was another erratum." The only knowledge of this pamphlet we had was this mention in the "Autobiography," until in 1850 a copy was discovered and purchased for 60 cents by Henry Stevens, a bookseller of London. He tried to sell it in his shop for $5 and, failing to sell it, he auctioned it for $95 to a book collector. In 1872 it was auctioned again and brought $110. Some time before 1881 Henry Stevens found another copy which he sold to the Library of Congress for $500. Every American citizen is part owner of that copy. A few weeks ago at the sale of the Huth library the 1850 copy was again auctioned and was bought for $5,025 by Henry Stevens, son of that Henry Stevens who had originally bought the book for 60 cents.

Everything associated with Franklin's activities is rising in value. Franklin was the personification of common sense and progressive enterprise. Finding himself by accident a journeyman printer his common sense impelled him to use the types for his own advancement. Most of us use types to get wages with; Franklin's types made him the most useful citizen and the most honored of his time. When a very young man he did not hesitate to use part of his meager earnings to print his ideas. Later on he owned his types and never failed to use them to advance his ideas and his prosperity. The most profitable things to cultivate in all this world are ideas. Plant them with types. The printer has in his hands the greatest lever for human advancement, and it is gratifying to find that hundreds of distinguished scientists, authors, educators, editors, inventors and legislators trace their rise to fame to the opportunities they found in printing-plants. Those opportunities are there still and may be seized by printers with progressive brains.

Written for THE INLAND PRINTER.

INSTANTANEOUS PHOTOGRAPHY IN COLORS.

BY S. H. HORGAN.



HE most wonderful combination of photography and the printing-press is the color insert from the Van Dyck Gravure Company, of New York, shown in this issue of THE INLAND PRINTER. A strong statement — but the reader will agree with it after studying the portrait of the girl with the roguish smile and appreciating what an achievement it is.

In the first place it is a photograph in colors made with the special camera and flashlight apparatus of the Polychromide Company of America. Three color-record negatives of this Titian-haired girl were made simultaneously and instantaneously. This in itself makes the portrait a marvel of photography.

From these three color-record negatives the Van Dyck Gravure Company, of New York, engraved photogravures on copper cylinders and printed on steam presses the nearly 17,000 inserts required for this edition of THE INLAND PRINTER. Therefore we have in this insert a combination of the greatest achievement in photography and the printing-press.

When, in December, 1908, THE INLAND PRINTER presented the first portrait made by photogravure in colors ever shown in a magazine, it startled the printing world so that demands for extra copies of that issue soon exhausted the supply and big prices were offered for copies. The present insert, framed, would bring good prices in any art store, for the subject itself radiates joy and the technic of the print makes it rank as a work of art.

To Charles W. Saalburg, of the Van Dyck Gravure Company, tribute was paid in these pages in December, 1908, for what he had accomplished in photogravure in colors, and now he deserves additional praise for his persistency in pioneering the combination of instantaneous photography in colors and rotary photogravure in colors, beyond which it would seem impossible for pictures in printing-ink to go.

MAMIE'S PICTURE.

BY N. C.

When Mamie's papa proudly brought
Her picture to the Ed.
Within a basin white she sat
Bald as her little head.

We made a plate and printed Mame,
So scant of garb, with glee,
And all the neighbors envied Pa
This wide publicitie.

The years rolled on and Mame grew up,
So comely, tall and slim,
Whoe'er she greeted with a smile
The boys all envied him.

Her grandma, she lived in the past,
Somewhat inclined to doat,
And thus quite innocently she
Corralled poor Mamie's goat.

She saved that paper picturing
Our Mamie in a bowl —
And showed it proudly all around,
As "Mamie, bless her soul."

The moral is, remember well
That time doth change us all,
So we must ever look ahead
Ere we for some things fall.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Wood Engraving to Resemble Crayon Drawing.

In this department for September, page 881, was reproduced a wood engraving by a second-year student in a Paris art school. The original which the student strove to imitate in wood was a charcoal drawing of a head, and that he well retained the charcoal or crayon effect of the original by cutting with his burin in wood was admirably shown in our reproduction. Daniel Baker, manager of the Graphic Arts Board of Trade of Toronto, writes regarding this engraving that "if it is a wood engraving it is the first time that this character of work resembling a crayon or grained stone or zinc has been imitated on wood." And I have been asked if he is not right in his contention.

Answer.— During the "Golden Age" of wood engraving in this country several engravers tried to render effects in a grain instead of the white line and black line which was customary. Timothy Cole was particularly successful in accomplishing this. If Mr. Baker will turn to *Scribner's Magazine* during the spring of 1878, I can not recall which months, he will find several engraved portraits by Timothy Cole, notably the portrait of William Cullen Bryant, reproducing a crayon drawing by Wyatt Eaton, showing that our engravers taught the world in those days all manner of technic in wood engraving, which engravers everywhere have been trying to imitate since.

Prosperity Ahead for Photoengravers.

This year 1913 has included in it many occurrences that point to future good times in the photoengraving industry, so that we can confidently look forward with more hope to some measure of reward for all the brains, money and work that has been put into our business.

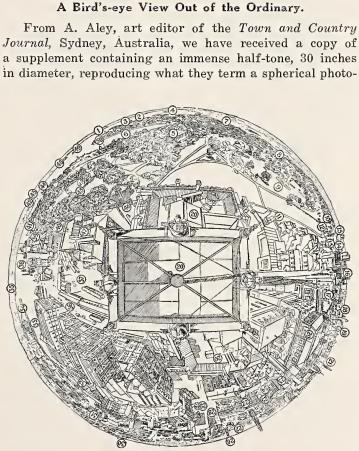
The important factor toward obtaining an adequate return for our labor is the adoption of the simple cost-finding system which has itself cost so much labor and money. This gives us a knowledge, in too many cases lacking, and this knowledge together with the proposed standard selling price will allow us to give more time to perfecting our product and introducing new features.

This year also marks the coming together of the representatives of the employer and workman into more friendly relations. The steps to this happy result began, appropriately, in "The City of Brotherly Love" during the Philadelphia midwinter conference. It was here that President Woll, of the employers' organization, was invited to address the representatives of the employers' organization. The next step toward harmony was the action of the Indianapolis Manufacturing Engravers in extending to President Woll all the courtesies shown the delegates to the employers' convention. Following this came an invitation to Commissioner Flader, "the brains of the bosses organization," to address the delegates to the workingmen's convention in Cleveland. An agreement regarding the simple cost-finding system was arrived at between employers and workmen which will, it is to be hoped, lead to arbitration on all disagreements that may come up in the future between employers and workmen.

These questions of the cost and selling price being settled the trade can now give its attention to improving its product, and take up other processes as well as perfecting color-plate making for which there is a demand, the above being but two of the notable features of the year.

A Bird's-eye View Out of the Ordinary.

From A. Aley, art editor of the *Town and Country Journal*, Sydney, Australia, we have received a copy of a supplement containing an immense half-tone, 30 inches in diameter, reproducing what they term a spherical photo-



Spherical View of Sydney, Australia.

graphic view of the city of Sydney. Reproduced herewith is a line key-plate of the view, which will give some idea of its novel features.

A series of photographs was made from the dome of the highest building in the city. These photographs were made by pointing the camera successively at all points of the horizon until every point of the compass was recorded on

the negatives. Prints from these negatives were made and trimmed "V" shaped, after which they were mounted so that the horizon made a circle and the points of the "V" met in the center. This, in theory, is the way this "spherical view" was made, though there was much redrawing and retouching on this circular photograph before it was ready for reproduction in the large half-tone. It is an idea which can be imitated in many cities, a splendid opportunity for such a spherical view being had in Indianapolis, for instance, by making it from the Soldiers' Monument. It will be interesting to note which newspaper in this country will be first to make such a view, though the credit for the idea belongs to Sydney, Australia.

Borders in Half-tone and Line Tints.

Half-tone and line-tint borders are becoming very popular and several readers have made inquiries as to the best way of making them from black-and-white drawings. *Process Work* describes the methods so clearly that it is reprinted here with their illustrations.

We will suppose that the pen-and-ink design is to be done with a straight-line screen effect. As the screen is



The Slit Stop.



Tint from Line Copy.

ruled with lines that cross at angles of 45 degrees we must get rid of one set of lines. To do this cut a stop from cardboard with a slit in it at an angle of 45 degrees as shown. This "slit" stop being cut at one angle allows the light to affect the ruling of the screen only "one way." First make an exposure, using the "slit" stop and a sheet of white paper for the copy. The thickness of the lines in the negative can be regulated by the screen distance. Thus, if the screen is brought near the plate a thick line is the result, while if the screen is placed at normal distance for a half-tone, the result will be an even-line effect. The length of the tint exposure is about a third of the line-work exposure.

Having given the screen tint exposure to white paper, remove the screen, focus the line drawing and expose on this line copy as usual. When the negative is developed it will be found that the exposure to the line copy has closed up the screen lines except where they cross the lines in the drawing. A much stronger negative it will be found is had by exposing the plate to the screen and the white paper first.

Another method of doing this is to keep a stock of tint and stipple negatives, or films, on hand and merely strip the line negative onto the stipple and print in the usual way. When finished the line negative may be stripped off and the line or tint negative kept for another occasion.

Prints on Brunswick Black.

Phil. Hynard, Newtown, Sydney, Australia, writes: "Can you favor me with a formula for a solution for printing on glass which has been painted or coated with Brunswick black? I have been using a solution of gelatin and bichromate of ammonia which I have to develop in hot water. I want a solution I can develop in cold water as heat cracks the Brunswick black. Would the addition of chromic acid improve the solution at all, as it breaks a little on the edge during development?"

Answer.— This question coming all the way from Australia interests photoengravers for the reason that though the inquirer probably wants to use the process for making glass signs, still the method he is seeking is really a cold enamel process and should be available for zinc etching. Brunswick black is usually a black shellac varnish. If a glass or zinc plate is flowed first with Brunswick black this varnish can be coated with an ordinary enamel solution, using fish-glue instead of gelatin and chromic acid in addition to the bichromate; then if a print is made on this enamel it can be developed in cold water as enamel is usually developed. It should be placed into, or flowed over several times with a solution of chrome alum in water and allowed to dry. When dry the Brunswick black can be developed away from between the lines or dots of the image with alcohol, after which the plate can be etched without any heating, as the Brunswick black under the enamel image makes a good acid resist.

How Half-tones Wear Out.

A magazine publisher in New York showed the writer a copy of his magazine with a run from the plates and type direct of but twenty thousand, and asked why it was that the copper half-tones showed wear before the linotype matter. The answer was that the half-tones were either underlaid or overlaid to excess so that there was a grinding action on the surface of the half-tones. Fred W. Gage, one of the most successful of printers, describes this trouble so completely in the *Photoengravers' Bulletin* for September, that a few sentences are quoted here.

Plates made nowadays, even of 150 or 175 line screen, are much more deeply etched than were plates in the earlier days, yet more often than would seem reasonable half-tones show wear, even though but a few thousand impressions have been printed from them — with blackened edges, dirty sky and middle tones entirely lost. As a rule, the engraver is blamed for such results, the printer quickly jumping to the conclusion that the plate was defective in some way; whereas, in the writer's judgment, the printer is the one really at fault in about nine cases out of ten.

Most trouble of this sort can be traced to ignorant handling in the pressroom, and usually from one cause — the printing surfaces not traveling in *exact unison*. Many pressmen fail to realize that a modern cylinder press may become an engine of destruction if the cylinder be made larger in diameter than originally designed, by the addition of a few sheets too many in the "packing." This added diameter means an increase in circumference and a lengthening of the printing surface.

The printing surface of a cylinder so "overpacked" must inevitably travel faster than the bed, for they are both driven by a train of gearing which will not allow of any slowing up of the cylinder to allow for its increased size.

Naturally the slippage will show most on the edges of the plates or along the "gutters" of the form, and the grinding action must soon ruin the plates. This grinding action, is, of course, increased by "fuzz" from the paper or dirt from any other source.

This result is often noted on even the relatively coarse type-forms printed on presses out of adjustment, and it is not to be wondered at that the fine dots of a half-tone show it even quicker, and then the engraver is blamed for a result that he could not possibly foresee nor prevent, one that would not have resulted had his engraving been given proper handling by the pressman.

Etching and Proving Ink.

W. R. Bramblett, of Omaha, one of the pioneer engravers of the Great West writes: "I am going to trouble you by asking a favor. I have been unfortunate in losing a book with a variety of formulas in it. I need a reliable formula for etching ink and one for proving ink, and if you will favor me with those two formulas I will appreciate it very much."

Answer.— The writer still has notebooks forty years old and many formulas for the inks requested, but his very best advice to Mr. Bramblett and others would be not to make use of them but to buy the etching and proving ink required. It may interest readers to learn the ingredients of an excellent etching ink made by the writer in 1881. It contained 2 ounces of lampblack, 1 ounce of Burgundy pitch, 1 ounce yellow wax, 1 ounce resin, 3 ounces medium linseed oil varnish, 2 ounces mutton suet, 2 ounces powdered shellac, and 1 ounce of oil of turpentine. These were all heated together in an iron pot, and when melted, stirred and stirred, and after still more stirring it was poured into the small, glazed earthen jars we kept ink in. Before using this transfer ink, a little was put on a litho stone and ground fine with an ink-muller, a drop or so of oil of lavender being used to soften the ink.

There should be no excuse for making proving ink with so many makes of this ink at hand. The ingredients of printing-ink used to be, burned linseed oil, black rosin, lampblack and Prussian blue, while to-day it is made out of residues of all kinds. Here is the formula for printing-ink patented by Sam H. Turner in 1853: Resin tar, 4 pounds 6 ounces, lampblack 12 ounces, pulverized indigo blue 2 ounces, Indian red 1 ounce, and yellow resin soap 4 ounces.

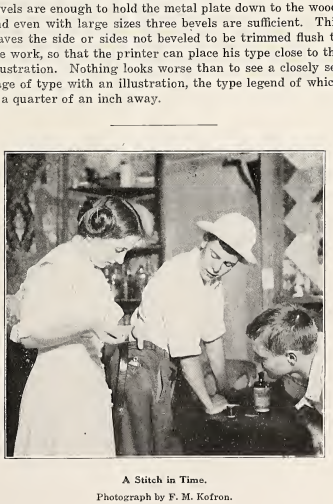
Planographic Patents.

On August 12 last, the Patent Office issued three patents which were assigned to the American Planograph Company. The applications for these patents were filed in 1904, so that it required over nine years to convince the patent examiner that there was any new invention involved. The patents refer to a process of "galvanizing an iron base with molten planographic metal." In other words, using galvanized iron instead of zinc for planographic printing. This matter is referred to here for the reason that many inquiries have reached this department during the past ten years, asking an opinion as to the merits of the Planographic Company's claims. When the writer applied at the company's offices he was informed that they could not give him any information "until their patents were issued." He noticed at the same time that those wanting to subscribe for stock in the company could get all kinds of information after being received more hospitably into their offices, while the writer was held up at the entrance. The old saying of "galvanizing a corpse," which came from Galvani's discovery that electricity applied to a dead frog's leg caused it to move, is applicable here, for now that "galvanized iron" is to be applied to planographic printing there is likely to be renewed inquiries regarding the value of the Planographic Company's stock. The principle of planographic printing has been explained in this department, and is as well known as that of lithography, and no amount of patents will improve the process any more than they would improve lithography.

Blocking Half-tones.

There is an occasional complaint from printers in this country about the blocking of half-tones, but no such wail as the following from the *British Journal of Photography*. Let us see if the cap fits any of us?

It is in the mounting of half-tones that the least progress has been made. The machinery is perfect enough, but the use of wood, a most unsuitable material, is still universal, in spite of numerous inventions for its supersession. Then again the mounting is frequently carried out with a disregard for the printer's requirements which is exasperating. Often blocks are not type-high; they are on uneven mounts; they are not trimmed perfectly square; great bevels are left that prevent type being placed close up, and a pair or series of blocks that should be made same size are nearly always made of different sizes. This is not always done by the mounter, as sometimes the work is ruled up before he gets it, and then he has to work to the guide-lines already there. It would always be better to do this, taking care that the subject is properly trimmed as far as the horizontal and vertical lines are concerned, and, if a pair or a series of blocks are required, that they are really uniform in size. Then the mounter's function would merely be to see that the blocks are evenly mounted type-high. If the block is not of a large size, and the metal is flat, two bevels are enough to hold the metal plate down to the wood, and even with large sizes three bevels are sufficient. This leaves the side or sides not beveled to be trimmed flush to the work, so that the printer can place his type close to the illustration. Nothing looks worse than to see a closely set page of type with an illustration, the type legend of which is a quarter of an inch away.



A Stitch in Time.
Photograph by F. M. Kofron.



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Gold Size on Steel-Blue Plate Paper.

(1579) "Enclosed you will find a sample of steel-blue plate paper on which I am having difficulty in getting a gold size to dry. Have tried numerous ways of mixing sizing but without result. Will you kindly advise me?"

Answer.— The paper should print properly with ordinary size without mixing with anything. A few drops of turpentine or benzin will probably do no harm to gold size. Do not mix vaselin or varnish, as it will prevent the size holding the bronze. Almost any ink-dealer can supply you with a suitable size for this paper.

To Lock Form on Bed of Press.

(1580) "Please enlighten me on following subjects: (1) When putting a form to press, is it better to lock the chase in the bed with the form locked or loose? (2) How can a form composed of several plates on wooden blocks be safely locked on the bed of the press without having constant trouble with the plates rising when being locked? (3) What is the right way of adjusting and setting shoo-flies?"

Answer.— When the form is put on it should be given its position and then unlocked. While it is unlocked the clamps and also the furniture on the side, if any is used, should be brought up to a firm bearing. Then the form may be planed down and locked up. Plates and blocks will not work up if they are square and are not underlayed or tilted. The principal fault lies in the pressman locking the forms so tight that the blocks spring up. This will cause trouble as you well know. The furniture and blocks should be square and should not tilt. Otherwise it is useless to try and get a form to lay close to the bed while printing. Shoo-flies should be set sideways so that they do not strike the sheet guards, fly-sticks or guide rests. When all of the shoo-flies are loose it allows the piece on the end to be at its lowest point. This will give the shoo-flies their highest movement by the cam on some presses. An examination by the pressmen of the particular machine will show whether or not they need to set sideways or not, owing to not clearing some fixed or movable part of the press.

Weak Impression on Bond Paper.

(1581) Submits two memo.-heads and one form-letter printed in black on bond paper and a booklet printed on enamel stock. The paper and ink are excellent. The make-ready appears weak in one impression and the form-letter is slurred between lines as described in letter following: "On the memo.-head enclosed you will notice an excess of ink as well as of 'squeeze,' and yet I have an imperfect or gray impression. This is a constant trouble on our press, which is equipped with a roller adjuster. The rollers are larger than bearers and any effort to pack the runs on the adjuster interferes with the normal impression when adjuster comes in contact with platen. On the enclosed form-letter you will notice blurred or faint edges on both sides of form, this is caused by the silk tearing at edge after a few impressions. Any information as to the proper lock-up of silk over typewriter forms will be appreciated."

Answer.— You could have carried less ink and a trifle more impression on the memo.-head. The cause of a gray appearance in one specimen is due to printing over the water-mark in the stock. If you will place a thin sheet of brass or celluloid just beneath the top sheet, it will tend to give increased sharpness to the print and will cause no trouble if kept inside the edge of the adjuster. Pages 2 and 3 of the booklet do not register — the running-heads are nearly eighteen points out of alignment. This impairs the symmetry of the pages. It would have been more pleasing to have these pages printed in green-black rather than black, as the paper has a light-green tone. The four-page circular carried too much ink and was out of register about six points. These details are the only objections noted. The form-letter could have been printed without slurring if you had fastened the cloth to the grippers instead of to the form. Make a hem an inch wide on each end of the cloth and slip it over the grippers. The printing of the form through the thin fabric in this way will give you no special trouble.

Ink Mottled in the Solids.

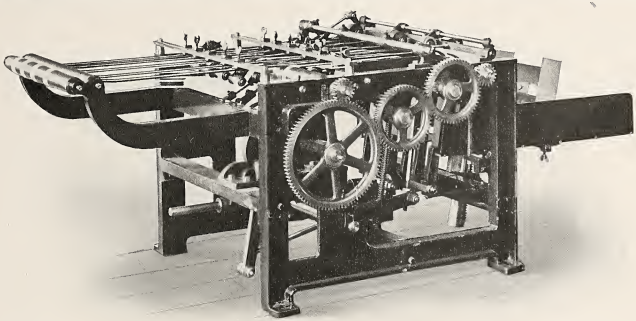
(1582) Submits an impression of a square half-tone plate of a fine screen. The tones are well defined and nicely contrasted. The high lights appear weak, owing to the incomplete make-ready. The solids are mottled, giving these parts a gray appearance. The entire plate lacks the sharpness it should have, owing to the weak deposit of ink. The printer writes in part as follows: "It has been some time since I subscribed for your publication. Possibly had I continued it and found time to read it I would now know what I am endeavoring to find out — namely, how to print a half-tone from the enclosed plate on plate paper and get a brilliant black without any mottled effect or without picking the paper, all this to be done on a press having four form rollers and a duplex distributor. I have tried everything from fifty-cent half-tone up to proving ink at $5 a pound, mixed with various ingredients in all sorts of proportions. If you can give me this information I shall be thankful."

Answer.— The press, plate, inks and paper used seem to be all that could be desired to produce satisfactory work. The reason for failure in this work, as very often occurs, may be due to the use of unsuitable rollers. They are either too new or possibly are moist and do not deposit the film of ink uniformly. This condition of the rollers will offset the efforts of the pressman and will neutralize the effect of good ink on the best grade of paper. The make-

ready appears weak in the high light and leads us to surmise that the plate is not fully made ready. Possibly it is run flat with a few tissue spots to bring up the middle tones and solids. A half-tone plate prints to the best advantage where the various tones give proportionate pressure in printing. This occurs only where the chalk or the metallic overlays are used. No hand-cut or spot-up overlay can equal the results given by the mechanical overlays for the reason that the varying tone thicknesses are automatically selected and not gaged by the judgment of the pressman. To produce anything like satisfactory half-tone work mechanical overlays should be employed. Besides mechanical conditions the question of moisture and temperature has an important bearing on the production of half-tone work, more especially where high-grade stock is used. Where the moisture of the air is near the point of saturation it is difficult to get the rollers and stock in condition to manipulate and to hold the ink. Where the air is it would be if a lesser quantity of varnish were added to the inks. To summarize, do not undertake the production of half-tone work unless the rollers are in prime condition and the temperature of the pressroom can be maintained fairly uniform at 70 degrees or upward. Run the press slow enough to allow the sheets to be separated from the form without undue force. The make-ready should be ample to bring up the solids strongly without causing the high lights to appear too strong. Too much pressure in the middle tones will squash the ink into the fine white dots and fill in, causing a darkening of the tones in the subject. The ink best suited for the plate may be known fully by trial.

Printing on Tin.

(1583) "Is it possible for an ordinary printer to print on tin so that the signs will last a reasonable time when hung on wire fences or tacked up on sign posts? I would like to make a number for my own use. The tin-printers



ONE VIEW OF THE MEARS FLEXER.

normal and the temperature varying between 70° and 80° F., the ink and rollers are not affected to any appreciable degree and the enamel surface of the stock is more likely to resist the pull of the ink and not pick, a trouble too common in moist weather. When the temperature is low the pressman usually resorts to ink-softeners to lessen the tendency of picking in enamels. This use of reducers is considered a disagreeable necessity and often works no serious harm to the ink unless carried too far. Reducers for inks are quite necessary, owing principally to the various degrees of resistance offered by the surface coating of stock. The indiscriminate use of ink-softeners as a cure-all for picks of stock is to be condemned, for it often produces other evils greater than those it was used to correct. Use the softeners or reducers when it is not possible to correct the picking by normal or a slight increase of temperature. The suggestion by John M. Tuttle, of Philip Ruxton, Inc., to reduce the picking of a half-tone ink by using a softer grade of black instead of varnish seems logical, for it adds a proportionate quantity of pigment mixed with a softer vehicle to the stronger mass of ink and thereby lessens its pull on the surface of the stock. The covering capacity of the ink is not lessened materially, as charge so much that I am not certain of it being a paying venture at the prices they ask. Years ago, I think in THE INLAND PRINTER, I read a recipe for ink which the writer said would never come off and on which the winds and rains and snows of winter had no effect."

Answer.—Almost any printer can produce creditable work on iron and tin, providing he uses the coated variety and prints from a suitable stamp made from his type-form or design. The coated iron or tin may be procured from the American Can Company, Chicago. The coating is furnished in almost any color, and takes the impression from hard vulcanized stamps, depositing the ink in a smooth and even coating. Where special tin inks are used the work is much enhanced. Designs in several colors may be printed. The work will not have the artistic finish that characterizes the lithographed tin signs, nor will they be as durable as these, as the latter are again coated and then baked, making them resist moisture readily, this being the most subtle enemy of exposed printing of any character. We can furnish the addresses of makers of hard vulcanized rubber stamps suitable for this work. We do not recollect the recipe of the ink to which you refer. Any good job ink will resist the moisture, if the material it is used upon is

sufficiently stable and is coated with varnish or other moisture resist. The color may be fugitive, however, and this can be guarded against by requesting inks that are sunproof to a reasonable extent.

Safety Ink for Restaurant Checks.

(1584) "I have had occasion to print some order cards, or checks, for a café and on the right-hand side of the card the customer desires a tint used to make a safety feature on the paper to insure against these cards being tampered with after the customer has made out his order, and particularly to insure against the waiter being able to change the figures on the bill. Can you advise what kind of ink to use and where it may be purchased? It would have to be something that would dry sufficiently so that it would not offset but at the same time be very sensitive to an eraser after having been written upon with pencil."

Answer.— You can secure a safety ink which may be used in the ordinary way to print the checks from a tint-block having a grained or other tinting surface. Writing placed thereon can not be changed without leaving evidence of the attempt to alter. These fugitive inks may be secured in various colors. Write Sigmund Ullman Company, 423 Plymouth court, Chicago.

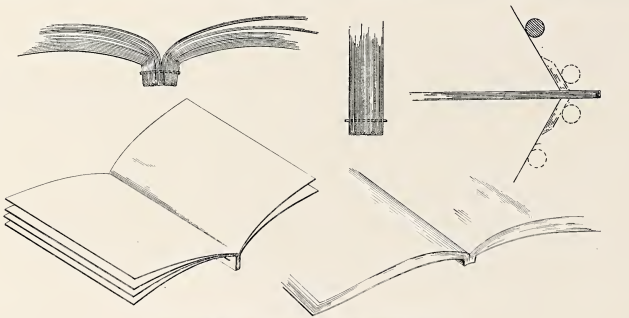
THE MEARS FLEXER—A NEW MACHINE.

Two big problems that have confronted printers and bookbinders are promised a successful solution in the flexing machine of which Charles W. Mears, advertising manager of the Winton Motor Car Company, Cleveland, is the inventor, patentee and owner. One of these problems is to secure a flat-opening book that does not involve the expense of sewing, and the other is to produce a book of coated paper that is free from the danger of tearing apart between signatures or sections.

When a sewed book is produced, each separate signature of the book must be separately handled on the sewing machine. This involves an expense of time and money that is so considerable as practically to prohibit the production of sewed magazines. In an effort to produce flat-opening magazines, some publishers have put into practice a method of trimming off the backs and of applying glue to hold the separate sheets together. This is not an inexpensive process, for the machine that does this work requires an investment of thousands of dollars. Then, also, inasmuch as each separate two-page sheet depends upon a mere shred of glue to hold it in place, there is danger of pages falling out. This danger increases with the age of the book, for glue is an animal matter and rapidly deteriorates.

In the case of the book made of coated paper, even the expensive sewed method is not satisfactory. The reader's eyes fall upon unsightly needle-holes and thread in the center of each section, and if the book is handled considerably only a short time elapses until the sections tend to separate from each other. The practical impossibility of holding sections firmly together is due to the coating of the paper, which the glue readily detaches. The book then ceases to be a compact unit.

These defects of bookmaking caused the production of the Mears flexer. This machine is designed to work in unison with folding machines and with presses that deliver



DIAGRAMS SHOWING WORK OF THE MEARS FLEXER.

folded signatures, thus to avoid the expense of intermediate handling of paper and loss of time. Timed in synchronism with the folder or the press, as the case may be, the Mears flexer receives the folded signature and carries it through the open jaws of a pair of grippers until the closed back of the signature meets an adjustable stop. The grippers then close on the signature and carry it down over a series of rollers, which bend the signature on a distinct line parallel with the closed back. The return movement of the gripper carries the signature once more over the rollers, bending the signature again in the same place, but in the opposite direction. The grippers then open and the flat signature is discharged into a stacking box, as on the conventional folder.

At the point in the signature where the forward and backward bend is made by carrying the signature over the rollers, the signature sustains a permanent flex. Signatures are gathered in the usual manner and are then made into a permanent book by the cheapest and most substantial method, that of side wire-stitching. In the reader's hands, a book made on this method lays open flat, the pages falling readily to right or left, as the reader may desire.

The inventor claims for his flexer an entirely new result in bookmaking — a flat-opening, permanently bound book

that can be produced more cheaply than by any other process. On a recent run of forty thousand catalogues of four signatures each, the saving in manufacturing cost by this method as against that of sewing was $100.

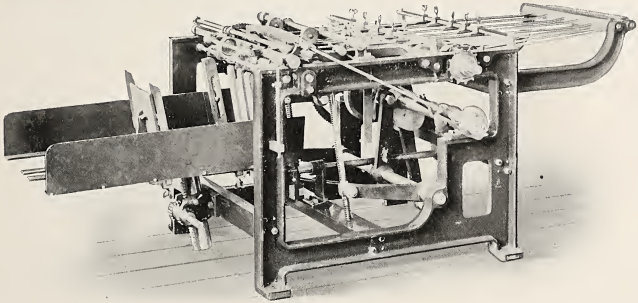
Various sizes of signatures can be handled on a single flexer, and it is possible to vary the distance of the bend from the closed back of the signature to suit the job. The adjustable stop is regulated by a calibrated device registering in one-thousandths of an inch. Books already produced on the Mears flexer have shown it to be a commercially feasible proposition.

MR. BARTLETT'S UNCONVENTIONAL STATUE OF FRANKLIN.

Being given a commission for a statue of Benjamin Franklin to be placed on the public green, under the trees, in Waterbury, Connecticut, he resolved to depart from the usual placid conceptions of the philosopher's personality and to endeavor to express in his figure his highest qualities, "his mentality." What he apparently wished to do — instead of the usual, conventional presentation of a mind at work, absorbed, head bowed, the body motionless and in complete physical repose — was to show the thinker, his mind active but absorbed and intent, in the very fullest exercise of his highest faculties, unconscious of his accidental seat and his momentary attitude, projecting himself into the invisible, the creative, lifting himself away from his duller fellows. This curious and original presentation — an attempt to represent in art that which by some of the schools would be considered unadvisable, so far removed is it from the merely plastic and visual — may be compared with a vastly different work, Rodin's "Penseur." Mr. Bartlett's statue, the more it is studied, will seem like a very successful attempt to suggest this sudden arrest of the merely physical in a concentration of intellect and will. And it is suggested by the limited means at the command of a sculptor. It is probably largely because of these higher qualities in Mr. Bartlett's art that he has been awarded such honors in the older capitals abroad. M. Bénédite, the director of the Luxembourg, asked him recently to execute some work for that museum, in which he has been represented for many years; on April 10, 1913, he was appointed director of sculpture in the Glasgow School of the Fine Arts; he is a member of the Royal Academy of Belgium, in which the only other American is Sargent; he has been elected (on the first ballot) as correspondent of the Institut de France. Of these foreign corresponding members there are only eight in sculpture, and he is the second American after Saint-Gaudens. Four days after the erection of his equestrian statue of Lafayette in the court of the Louvre, July 4, 1908, he was promoted officer of the Legion of Honor.— *Scribner's Magazine.*

PRINTING PRESSES AND MATERIAL IN BRAZIL.

The job presses used in the city of, and territory surrounding Pernambuco, Brazil, are all of German make, and American-made presses, although as good or better, can not compete with them, according to Consul Merril P. Griffith, in the *Daily Consular and Trade Reports.* Americans want one-fourth of the purchase price with order and the balance within ninety days, while the Germans ask one-third when the machinery is in operation and allow eighteen months' time in which to pay the balance.



ANOTHER VIEW OF THE MEARS FLEXER.

German printing-presses and supplies of all kinds are sold by travelers through local agents who investigate credits and make collections and attend to the delivery. Mechanics are always sent out to set up the machinery. The local agents here have a certain territory and have sub-agents in other localities and smaller cities. All ink and paper used comes from Germany. Cases are imported from Portugal. They are made of an excellent quality of wood, but unlike American-made cases they are too wide.

American printing and job presses of all kinds are generally recognized for their compactness, durability, and efficiency. Their popularity, as printers and publishers become better acquainted with their merits, will increase, and the possibility of extending trade in this line as well as in all kinds of printing material and supplies, is most encouraging to American manufacturers and exporters.

The most satisfactory way to extend trade, however, is to send out expert traveling representatives acquainted with the customs of the Brazilian people and business conditions and thoroughly conversant with Portuguese, the language of this country.



THE BATHER'S ATTENDANT.

Half-tone engraving by Blomgren Brothers & Co., 512 Sherman street, Chicago.

From the steel engraving by James Scott from a painting by Edwin Douglas, and entered according to Act of Congress, in the year 1882, in the office of the Librarian of Congress at Washington, by George Stinson & Co., Portland, Maine.

NEWSPAPER WORK

BY J. C. MORRISON.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

IMPORTANT ANNOUNCEMENT.

O. F. Byxbee, who has conducted this department for many years, finding the growth of his business demanding his entire attention, has resigned the editorship of this department. While Mr. Byxbee's notification has been in our hands for some months, there has been some difficulty in obtaining the service of an editor whose equipment would embrace the peculiar and valuable experience and knowledge possessed by Mr. Byxbee. Arrangements have been made, however, to divide the department into two sections, so that the business end of newspaper work shall form one section, and the mechanical or technical end another section. J. C. Morrison, of Morris, Minnesota, takes charge of the business section; and F. J. Trezise, chief instructor of the I. T. U. Course, takes charge of the mechanical or technical section.



J. C. Morrison.

Mr. Byxbee will carry to a conclusion the ad. contest now under way, and in that connection submits a notification which follows this announcement. This will be the last contest in ad. composition under the voting plan. Experience in educational work of this character shows that the selection of what is really best is not attained by tabulating the returns of votes indicating personal preferences. There are definite principles in advertising composition, as in other composition, which go far to determining merit and demerit. It is the intention of this department therefore to as far as possible give positive precept and example in place of examples of personal preferences. The "Why and Wherefore" will replace the "I think" and "I like."

Ad.-setting Contest No. 36.

THE INLAND PRINTER'S Ad.-setting Contest No. 36 closed last month with 196 ads. submitted by 144 contestants. From a numerical standpoint this is one of the most successful contests so far conducted, and the ad. is of such a character that it is sure to be also one of the most helpful. Among this large number of specimens submitted there are many very excellent arrangements which will give compositors an opportunity to use different styles in setting similar ads. in the future. As soon as possible after the contest closed, complete sets of the ads. were sent to every contestant, and the vote on the best ads. is coming in rapidly. As soon as this is complete, we will secure the photographs of the leading contestants to publish in connection with a report of the result. It is expected that everything will be ready for publication in THE INLAND PRINTER for December, when as many as possible of the best ads. will be reproduced.

NEWSPAPER AND ADVERTISING COSTS.

It has become a truism that no man can sell at a profit any commodity or service of which he does not know the cost. He may run along for a time following the rules and making the charges which old Mr. Precedent has laid down for him, but sooner or later conditions change, and he finds that new precedents must be established to meet the new conditions.

This is why the "cost system" propaganda has commanded so much attention from the printers of the country. Rising wages, reduced hours of work, rising prices of materials and the much greater equipment required in a plant to-day have put the old schedule of prices for job printing out of date, and new levels for prices are being established.

Conditions have changed greatly in the newspaper field also. Turn back to the files of the average country newspaper of a quarter of a century ago, and one finds that the

advertisers of that day were using a certain amount of space each week for fifty-two weeks of the year, and that the advertisements were reset infrequently. The advertising of that day was what we now call "card advertising," while the advertising of to-day is "store news." Merchants do not advertise regularly, but expect to jump in with a full page this week and jump out again next, and, furthermore, all expect to change their copy frequently and many never use the same copy twice. So the country publisher finds himself confronted with a double problem — the rising cost of the mechanical production of his paper, and the changing character of his advertising patronage.

From the olden days, the country publisher of to-day has inherited an advertising rate of six to ten cents an inch. That rate was probably at one time remunerative, but the most cursory examination of the expense of publishing a newspaper will show that it can not be remunerative to-day. The country publisher is therefore confronted with the question of "What is a remunerative advertising rate?" To answer this question is the purpose of the series of studies to be here presented.

Why Newspaper Costs Should Be Studied.

Newspaper costs deserve the greatest attention at the hands of the country printer-publisher because the newspaper is by far the largest job produced in the ordinary country shop and is an important job in every country shop. The little four-page country weekly takes a half or more of the editor's time and practically all the time of his assistant. Such an office may have gross expenses for the year of around $3,000, and an analysis of these expenses will show that not far from $2,500 of them are due directly or indirectly to the newspaper. Under such a condition, a study of job-printing costs which stops when it reaches the newspaper is of little importance, because a man might make a clean profit of fifty per cent on his job printing, and more than wipe it all out by selling his advertising at 8 to 10 cents an inch and his subscriptions at $1 a year.

Now take an office publishing an eight-page paper. A town which demands such a paper usually furnishes jobwork which is produced at a cost of about $2,000 a year while the newspaper will be found to cost about $4,000 a year. Here again it is obvious that if the publisher does not make the newspaper yield him a profit, he sacrifices two-thirds of his profits. In this class of offices, the job department alone under present conditions is furnishing all the profit and in many cases the newspaper is actually being published at the expense of the job department.

When we come to offices in which the gross cost of doing business is from $10,000 to $20,000 a year, and a newspaper costing $7,000 or $8,000 is published, we often find a condition of apparent prosperity, but here again the newspaper as a profit-yielding piece of work is lagging behind and sapping the prosperity of the plant.

All study of costs is necessary and important, but to the country publisher who finds that from one-third to five-sixths of the expenses of his shop are tied up in the newspaper, the study of newspaper costs is vital.

Leaving the weekly newspaper field and turning to the small country daily, we find also a great field for study. The small country dailies appear to have originally established their rate with the idea that it should not cost the advertiser much more to advertise six days in the daily than it had cost him to advertise one day in the weekly. At least that is the only theory on which I can possibly account for advertising rates of four and five cents in some small dailies. Of course a daily can be just six times the drag on an office that a weekly of the same size would be, and this no doubt accounts for the tradition that the publishing of a country daily is the prize money-losing venture of all businesses. Some offices are big enough and strong enough in other departments to stand the loss on the daily year after year, yet my country readers would be astounded to know that a certain daily published from an office with a weekly pay-roll of $1,000 calls upon its directors at the end of each year to dig up several thousand dollars in order to keep the plant afloat. This plant turns out an enormous amount of commercial printing at good prices, but it also publishes a daily paper of five thousand circulation, which sells advertising at 10 cents an inch. A proper study of newspaper costs would mean the wiping out of that deficiency and a change to a prosperous business.

I can not forbear, in this connection, to refer to the course pursued by E. K. Whiting, of the Owatonna *Journal-Chronicle*, who has been associated with me in the systematic study of advertising costs. Mr. Whiting introduced a cost system into his shop and easily ironed out the difficulties in the job-printing department, but his daily newspaper persistently refused to look a cost system in the face. The newspaper was a drag upon the profits of the shop. He studied his advertising costs, made every effort to bring the daily to a self-supporting basis, and when he found it could not be done deliberately suspended it and turned his attention to the weekly, which is now prospering. There are probably few cases where these extreme measures should be taken, but that a proper study of newspaper costs will cause a raising of rates to a compensatory basis all along the line, the writer is certain.

What Does a Newspaper Cost, Anyway?

At the roughest kind of an approximation, the average country newspaper will be found to cost about $5 for each home-set column, and adding a profit of twenty per cent, it should yield the publisher on this basis $6.25 a column of home-set matter. This means that a four-page paper with about ten columns of home-set matter costs about $50; the eight-page paper with about fifteen columns costs about $75, and the twelve-page paper with about thirty columns costs about $150. These costs apply to the general run of country papers on which the mechanical costs are the chief expense and the editorial and reportorial expenses are not large. These costs would doubtless apply also to the smallest country dailies, but would not apply to the dailies having heavy editorial and managerial expense, wire service, and large mechanical equipment.

This series of studies, I may as well say here, will primarily apply to country weekly papers, but the principles to be herein presented apply equally well to daily newspapers, and the more detailed study of daily newspapers will be taken up later.

This question of the cost of producing a newspaper is so fundamental to the question of an adequate advertising rate that I wish to settle this question of cost with every reader before proceeding further.

Country offices with adequate cost systems installed treat the issue of the newspaper each week the same as any other job. It receives its own numbered job-ticket, and all work done on the newspaper is charged to that number and appears on the job-tracer at the end of the week.

A friend publishing a four-page paper (with patents) furnishes me the following costs from his job-tracer. I have since compared them with the costs furnished by other publishers of four-page papers, and find them to be fairly representative.

Cost of Four-page Paper.

Stock	$ 4.00
Hand composition	40.00
Presswork	2.40
Mailing	2.60
Correspondents	1.00
Editorial time	4.00
Incidentals	1.00
Total	$55.00
Profit twenty per cent.	13.75
Total	$68.75

For the benefit of our readers who do not have cost systems, let me say that the editorial charge of $4 represents only the "chargeable office time." The time spent in general office work, proofreading, bookkeeping, soliciting, etc., is not charged directly, but the expense of same is loaded against all the other productive hours in the shop. It appears, for instance, in the charge of $40 for hand composition, which is of course much more than the wages paid for that work.

The next larger class of country papers, the "eight-page paper," varies somewhat in cost and considerably in form. It may be either a six-column quarto printed all at home and using some plate, or a seven-column quarto using some plate and two pages patent, or a seven-column quarto using four pages patent and no plate, or even a six-column twelve-page paper using some plate and four pages patent. Such a paper usually has 1,200 to 1,500 circulation, and though the costs vary, several cost-system offices report items about as follows:

Cost of Eight-page Paper.

Stock	$ 5.00
Machine and hand composition	40.00
Presswork	7.00
Mailing	6.00
Plate, correspondents	5.00
Editorial time	15.00
Incidentals	2.00
Total	$ 80.00
Profit, twenty per cent.	20.00
Total	$100.00

Such a paper usually has from fifteen to twenty columns of home-set matter, and it will be noticed that the composition charge is no greater than that on the four-page paper. This is accounted for by the fact that newspapers of this class are usually equipped with one of the cheaper composing machines.

The largest weekly newspaper belongs to the twelve-page class, and the items of its cost as reported by one of them and agreed to by others, are as follows:

Cost of Twelve-page Paper.

Stock and ink	$ 10.00
Machine and hand composition	65.00
Presswork	12.50
Mailing	6.00
Plate, correspondents	7.50
Editorial and reportorial time	35.00
Incidentals	9.00
Total	$145.00
Profit, twenty per cent.	36.25
Total	$181.25

As before stated, these costs are all from cost-system shops, but inasmuch as they may be doubted by those readers who are doing business on the "guesstimating" basis, let us see if the figures can be found to be very much different even if the "guesstimating" method be used.

The writer does not claim to be a good guesser, because the good guesser leaves out about half the items to be herein enumerated, and believes that his newspaper is costing him only half of what it actually costs. But here goes:

Guess at Cost of Four-Page Paper.

The country office publishing a four-page paper is usually run by the editor and one assistant. The editor is a pretty good sort of a printer and writes some pretty good stuff. He spends a day or two a week on the mechanical end of the paper, another day or two preparing copy, some time in bookkeeping, soliciting, collecting and waiting on callers. He spends his evenings at the village council meeting, lodge meeting or other public function where from the nature of his business he is expected to be. He easily does ten dollars worth of work on the paper during working hours and another ten dollars worth outside of working hours. So we start:

Editor's salary	$20.00
Compositor's salary, about	10.00
Patents and carriage on same, oh, say	5.00
About three-fourths of the rent	3.00
About three-fourths of the heat	2.00
Power	1.00
Interest on newspaper investment ($2,000)	2.30
Replacement fund (say twelve per cent because that's easy to figure)	4.60
Taxes and insurance	1.15
Postage	.50
Telephone	.25
Plate	1.00
Incidentals, including oil, gasoline, lye, repairs, donations, bad accounts, rollers, ink, railroad fare, telegrams, office stationery, stamps, organization dues, etc., easily $250 per year, or per week	5.00
Total	$55.80
Add profit of twenty per cent.	13.95
Total	$69.75

So we see that the cost-system man isn't so far off, even if his figures did seem high.

Guess at Cost of Eight-page Paper.

The "guess" at the cost of an eight-page paper also brings about the same results as the cost-system offices report. Not so large a proportion of the general expenses of the shop is charged against the newspaper because the office publishing such a paper usually has a larger proportion of commercial printing.

The editor puts in about two-thirds of his time, worth	$23.35
Half of foreman's time	8.00
Wages of compositor and boy, about	12.00
Stock and ink	6.00
Two-thirds of rent	4.00
Two-thirds of heat	2.00
Power	1.00
Interest on $3,000	3.45
Replacement fund	6.90
Taxes and insurance	1.75
Postage	.50
Telephone	.25
Plate	3.00
Correspondents	2.00
Incidentals as previously mentioned and a lot more, easily	10.00
Total	$84.20
Profit of twenty per cent.	21.05
Total	$105.25

Perhaps we have gone far enough with this estimating to show that the results obtained by cost-system offices can be taken as fair average costs. When we come to the twelve-page paper, we find an increase of salaries in the office end of $25 or $30, and an increase of wage expense in the shop of about $20. There is of course an increase of stock and other increases all down the line, easily bringing the cost of the twelve-page paper up to $150.

Getting His Money Back.

When the country publisher has determined the actual cost of his paper and added a profit to it, he is then ready to sell it to his customer. But he can not sell it the same as he does any other piece of printing. He may in his shop print another periodical which he sells to his customer the same as he does a job of stationery — simply as a manufactured product. But his own paper he must purchase from his own shop as a manufactured product and then resell it to the public in entirely different units — in yearly subscriptions, in "inches" of display advertising, in "folios" or "squares" of legal advertising and in "lines" of local advertising.

Take a newspaper, which the publisher buys from himself for $180, or $100, or $70, as the case may be, and the first question which the investigating publisher will ask will be, "How much should I get from the subscriber, and the display, legal and local advertiser?" In other words, "How much do these different products which I am to sell cost per unit?"

No solution to this question, as far as the writer knows, has ever been published. The division of costs between the subscriber and the different classes of advertisers is one of the most abstruse problems presented by any business. It is very similar to the problem of the division of costs between the freight and passenger traffic on a railroad, and so far as we know, that has never been satisfactorily settled. The writer has settled to his own satisfaction how newspaper costs should be distributed, but regards the problem and its solution as too intricate to present at this time and will reserve it for later discussion.

The big practical question which confronts us as publishers is how to get the money back from week to week which we pay out for the production of the newspaper. We can, if we wish, simply charge "what the traffic will stand" without any regard to costs, but the man who can make a success of charging "what the traffic will stand" should get a more promising field for his operations than the country newspaper business. "What the traffic will stand" is a rule which cuts both ways, and when handled by the ordinary publisher means "How little will I take?" Under the "How little will I take" rule, advertising rates of 10, 8, 6, and even 4 cents per inch have obtained.

The simplest way to get the money back is to simply say that those who get the benefits — the subscribers and the different classes of advertisers — must between them pay enough to produce the necessary revenue; otherwise the paper is not a business proposition and should not be published.

By far the larger proportion of those country publishers who begin studying their costs of production will find that their newspapers are being published at a loss, or at least without a legitimate profit. The problem then becomes, How can additional revenue be raised? Let us examine the four sources of revenue.

First, Subscriptions: Here all the argument is in favor of a subscription price of not less than $1.50 anywhere in the United States and in some parts higher. Those publishers who are still using the subscription price of $1 per year for a local paper are simply standing in their own light. An old Iowa publisher once told me that he formerly received $2, then reduced to $1.50 in the hope of increasing his list, but gained only a few. Later he reduced to $1 and added just six new names to balance the loss of several hundred dollars from his old subscribers. Everybody knows and talks about the way everything has gone up in price of recent years, and the country publisher needs no other reason for advancing his price. Every one expects it.

But when the rate is at $1.50, we may expect to raise it no higher at present without impairing circulation, and we have produced the maximum of revenue from that source.

Second, Legal Advertising: There is a "legal rate" established everywhere, and the publisher who gets it has established the maximum of revenue from that source. If anywhere the custom of paying the attorney a "rake-off" still prevails, it should be discontinued.

Third, Local Readers: The well-nigh universal rate for these is five to ten cents a line or a cent a word. They are not to be despised as a source of income, but whatever rate is adopted, will not especially affect the great question of display advertising rates.

Fourth, Display Advertising: When all the other sources of income have been made to yield the greatest possible amount of revenue, then it is clear that the display advertiser must pay the balance or the newspaper will not be a business proposition. This reasoning does not make the general advertiser the "goat," because we have followed a method here which puts his rate to the lowest possible basis — to a basis where he must pay the rate asked, or the paper should be discontinued and he deprived of an advertising medium.

It is popularly supposed that the newspaper "makes its money out of the advertisers" and that "the advertisers pay for getting out the paper, anyway," but under the system here proposed, the subscribers, legal advertisers and local advertisers all give as much help as possible and make the burden as light as possible on the general advertiser.

This rule, that the gross cost of display advertising may be found by subtracting from the gross cost of the paper the receipts from legals, locals and subscriptions, is a sort of a "rule of thumb" that would not apply, for instance, where the receipts from legals are unusually large, but it works out very well for the ordinary publisher — and it is the ordinary publisher for whom I am writing.

The Average Cost Per Inch.

A representative twelve-page paper reports an average cost of $181.25 per issue or $9,425 per year. It received $3,000 from subscriptions, $1,300 from legals and $700 from locals, a total of $5,000, leaving $4,425 as the gross cost of the display ads. It carried 23,880 inches of display ads., which gives an average rate of 18½ cents per inch.

A representative eight-page paper reports a cost of $100 per week or $5,200 per year. Receipts were $1,300 from subscriptions, $800 from legals and $300 from locals, leaving $2,800 as the gross cost of the display ads. This divided by 17,000 inches, the amount carried, leaves an average cost of 16½ cents per inch.

A representative four-page paper reports a cost of $68.75 per week or $3,615 per year. Receipts were $950 from subscriptions, $525 from legals and $187 from locals, leaving $1,913 as the gross advertising cost. This divided

by the 11,000 inches carried, gives an average rate of 17½ cents per inch.

The reader will be struck with the astounding proposition that it costs the same approximately to carry an inch of advertising in the little four-page paper of 700 circulation that it does in the twelve-page paper of 2,500 circulation. This is a fact, not a theory, and finds its explanation in the customs of the newspaper business. The four-page paper carries about ten columns of reading-matter and ten columns of advertising; the eight-page paper carries about twenty columns of reading-matter and twenty columns of advertising; the twelve-page paper carries about thirty columns of reading-matter and thirty of advertising. It is an ancient rule in the newspaper business that "an inch of advertising should carry an inch of reading-matter," and the business has consciously or unconsciously built on this basis. Reading-matter and advertising increase in about the same proportion, and of course that tends to keep the cost per inch the same. When we come to newspapers with heavy editorial and managerial expenses, the cost rate of advertising breaks away from this rule.

The Next Problem.

When the country publisher finds that his advertising cost averages between 15 and 20 cents per inch, he is next confronted with the very serious problem of how to raise it. For years, perhaps, he has educated his advertisers to believe that his rate of 10, 8, 6 or 4 cents was satisfactory, and he has visions of how many will drop out when he increases the rate two hundred or three hundred per cent. This reduced patronage will of course increase his costs per inch, necessitating another raise and another level of costs, and so on up and up until the sheriff ends the misery.

The proper answer to this question is the differentiation in the cost of different advertisements. Obviously it costs more to carry an advertiser who changes his copy every week than it does one who changes only occasionally, and most important of all it costs more to supply an advertiser with space who comes in only three or four times a year than it does to provide space for another regularly fifty-two weeks in the year. This difference in the cost of different classes of ads. will be taken up next month.

Meanwhile, bear in mind that additional advertising patronage at the old rates will not supply a remedy. No man can load enough advertising into a paper at 8 cents an inch to make it pay.

Who "Put One Over?"

Following up what has already been said in this department relative to the "magazine-supplement" evil, I note that the expected has happened in at least one town, and I am wondering how long before it will happen in many others. Somewhat over a year ago, a certain publisher thought to "put one over" on his competitor and accepted the generous offer of a syndicate house to supply him with a monthly magazine supplement. Now the competitor has accepted a like generous offer from another syndicate house to supply him with another magazine supplement. As a result these two rival publishers have now loaded themselves up with the burden of carrying supplements for the benefit of the aforesaid syndicate houses.

Publishers' associations should take notice of this growing magazine-supplement evil, but after all, the real solution of the problem lies with the individual publishers of a community. Rival publishers must simply get together on the matter and not allow themselves to be played off against one another for the benefit of a supplement-publishing house.

Woman Heads a Newspaper Syndicate.

Miss Esther B. MacGugin, an Iowa woman of newspaper experience, is at the head of the MacGugin Newspaper Syndicate, with its main office at Gregory, Texas. There are three papers in the syndicate, the *San Patricio County Press*, of Taft and Gregory, Texas; the Portland (Tex.) *Herald*, and the St. Paul (Tex.) *Record*. Miss MacGugin heard of the many advantages Texas offers in



Miss Esther B. MacGugin.
Head of The MacGugin Newspaper Syndicate.

journalistic work and about ten months ago established the St. Paul *Record*. There was no plant in St. Paul, and the town was not sufficiently large to support a newspaper enterprise in itself, and for a time the composition and presswork were handled elsewhere. Taft, Gregory and Portland, as well as St. Paul, are all growing gulf-coast towns, and the Iowa newspaper woman conceived the idea of a syndicate of papers which would justify the establishment of one first-class, up-to-date print-shop, and the Portland *Herald* and *San Patricio County Press* were established, and the chain of newspapers issued their initial numbers from the main office at Gregory in April. Her enterprise is now known as the MacGugin Newspaper Syndicate, enjoying a big advertising business and rapidly growing in subscriptions. The job department is one of the best equipped in southwest Texas, having everything necessary for getting out good work quickly.

GRIT.

Clear grit is the power to say "No" to what may seem to be a multitude of angels, when they would counsel you away from a downright loyalty to your instant duty. . . . Simply determine once for all that any torment for being a true man is to be preferred to any bliss for falling.—*Robert Collyer.*

CRITICISM OF ADVERTISEMENTS.

BY F. J. TREZISE.

ONE should guard against the use of too much decoration in the composition of advertisements. When an advertiser buys space in a newspaper he naturally expects, and is entitled to, a strong, forceful presentation of his copy. This does not necessarily mean that it shall be presented in large, bold type, but that it shall be set up in such manner that it will appeal strongly to the reader and will enable him to grasp at a glance the salient points. This desired end can not be accomplished if the reading matter is so smothered in a mass of decoration that it is in the least degree illegible. Decoration, unless it is of a nature to suggest to the mind of the reader something in connection with the subject treated of in the advertisement, is very likely to attract attention from the text matter and thus render less effective the presentation. An illustration of this is shown in Fig. 1, an advertisement selected from



FIG. 1.— This advertisement contains too much decoration — so much, in fact, that it detracts from the value of the text matter. Compare with Fig. 2.



FIG. 2.— The same advertisement, with much of the decoration omitted, but without any other change. A much more simple and readable design.

a group submitted by William J. Acker, of Hinton, Oklahoma. In this advertisement a wealth of unrelated decoration confuses the eye and detracts from the value of the text matter. One feels that this same advertisement, minus the rules at either side of the word in the top line and all of the decoration within the enclosing border, would be much more effective, and in order to emphasize this point we have reproduced, in Fig. 2, the advertisement with these changes made. While it is still open to criticism on certain points, its simplicity of design and readability, as compared with the original, are readily apparent. Setting all of the lines in the upper group in one series of type — the series in which the second line is now set — would effect an improvement, as would also the placing of a little space between the words in the last line. The intention, however, is to show the improvement which is made by simply omitting the excess ornamentation, without other changes. Sometimes in our zeal to give the advertiser good measure, we defeat the very ends which he is trying to gain — an appeal which is obvious, and easily read.

W. J. NOTTAGE, Newbury, Oregon.—Although the advertisement on which you ask a criticism is an expensive one to set, its publicity value is very doubtful. To get the best results from advertisements, they should be set up in such manner as to make their reading as easy as possible. The reader does not care to study out an advertisement as he would a puzzle picture, and while you may gain his attention by a freak type arrangement of this nature, the attention is but momentary and the text of the advertisement is not read.

CARL CURTISS, Kalida, Ohio.— The advertisements are well arranged and offer little opportunity for criticism. In the advertisement for The Ottawa Home and Savings Association we would run the matter which is now in the upper group in one line across the top of the advertisement and center the lower group. The upper group is not pleasing, due to the narrow measure in which it is set.

HARRY M. ORSER, Byron, California.— Both of the advertisements are good in design and the amount of time spent on them would be considered very small. We note that in some instances you have spaced widely between words set in condensed type and would suggest that you avoid this. When we use a condensed type, designed primarily to save space, and then space it widely in order to stretch the line out to fill a certain measure, the whole effect is incongruous.

FROM Loren Siner, Eldorado, Kansas, we have received a copy of the *Walnut Valley Times*, containing a six-page advertisement. The pages are all surrounded by uniform borders and the arrangement of the text matter is quite satisfactory.

A PROPER consideration for the fitness of things characterizes the work of Charles MacLeonhardt, Elkhart, Indiana. This is indicated in the advertisement which we have reproduced herewith, in Fig. 3, the most noticeable feature being the pleasing harmony between type and border. Although the latter is sufficiently decorative, the

plain lines of its design harmonize well with the plain type used for display. We would suggest that the last line of the group which follows the heading be centered rather than thrown to one side.



FIG. 3.— An excellent advertisement by Chas. MacLeonhardt, Elkhart, Indiana, showing a pleasing harmony between type and rules.

THE value of an ability to form in one's mind a picture of how a completed advertisement will appear is illustrated in the work of W. Dickson, of Gregory, Texas. Mr. Dickson's advertisements are simple in design and bear



FIG. 4.— A full-page advertisement composed by W. Dickson, Gregory, Texas, in two hours and fifteen minutes. The simplicity of design makes for rapid production and legibility.

evidences of having been set by one who has in his mind a complete picture of the work before it is started, thus doing away with any uncertainty and necessity for changes. The full-page advertisement reproduced in Fig. 4 is an illustration. This page was set in two hours and fifteen minutes, and has to all appearances come out exactly as planned. While one or two of the rules might possibly be dispensed

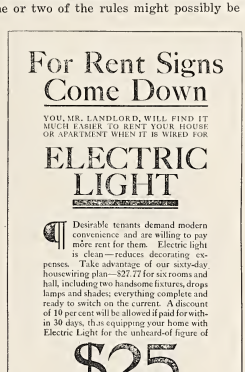


FIG. 5.— An excellent advertisement by Charles H. McAhan, St. Joseph, Missouri.

with, the advertisement as a whole is a very satisfactory piece of work.

THE value of simplicity in type arrangement and the harmony which comes from the use of one series of type



FIG. 6.— Another of Mr. McAhan's excellent designs.

for each advertisement, rather than an indiscriminate mixture of faces, is exemplified in the work of Charles H. McAhan, of St. Joseph, Missouri. We show herewith

reproductions of two of his advertisements, Figs. 5 and 6, both of which are well handled. One might, however, take exception to one or two of the rules used, on the ground that they are a trifle heavy to harmonize in tone with the type.

We show herewith, in Fig. 7, a reproduction of an excellent two-page advertisement by Fred Meyers, foreman of the *Paragould Daily Press*, Paragould, Arkansas. The panels are well balanced and the display is very effectively handled.

Newspaper Criticisms.

The Kennewick Courier, Kennewick, Washington, is especially pleasing in its general appearance. The arrangement of the various features, together with neat and attractive advertisement composition, gives exceptionally good results.



Fig. 7.— A well-balanced two-page advertisement by Fred Meyers, of Paragould, Arkansas.

The Byron Times, Byron, California, continues to use colors effectively on the first page. The text matter in each column commences with a large initial letter printed in red, and these initials are arranged in such manner that they form a word across the page.

Ervin Baldwin, Centreville, Iowa.— *The Iowegian* is nicely gotten up in every respect and calls for little criticism. In the advertisement for Clarence Holman, the use of single or double rules, heavy enough to harmonize with the type, would be more pleasing than the light rules with which you have underscored the display lines.

Copies of *The Gas City Journal*, Gas City, Indiana, show a pleasing general arrangement and good advertisements. There is too much variety in the headings, and a more uniform treatment, especially on the first page, would be an improvement.

Roy A. Holt, Grove, Oklahoma.— *The Grove Sun* is very neat in its general appearance, and offers little opportunity for criticism. We would suggest that there is hardly enough contrast between the sizes of type used in the headings at the top of the first page.

Lithographed Covers.

As the Christmas season approaches, one is reminded that many country publishers will use the lithographed covers prepared by the syndicate houses. Keeping a cost-tracer on the newspaper will demonstrate that these covers can not be used advantageously on many newspapers, and that the principal reason is that the syndicate houses do not take into consideration the mechanical equipment which the printer will use in printing those covers. If the printer is equipped to print his paper four pages at a time he must nevertheless make two runs to print the four pages of the cover. The cover must also be folded by hand because most of the folders will not handle it and none will put it on the outside of the paper. In order that the cost may not be prohibitive these covers should be supplied in alternative forms which would meet the different kinds of press and folder equipment for their most economical handling. Some papers would want them in their present form, others would want them in a double sheet in order to turn and cut, while still others would want them in quarto form so that they could be printed and folded complete on a quarto press and an attached folder.

THE EDITOR'S CHILD.

John L. O'Toole, who was perhaps the best known city editor in New Jersey when he worked at the newspaper trade, was putting his little boy to sleep one night. The youngster asked for a story.

"How much of a story do you want?" asked John.

"Oh, about two sticks," said the boy.— *Newark News.*



FRONTISPIECE

From "Brittany and the Bretons." Written and illustrated by George Wharton Edwards and published by Moffat, Yard & Company, New York
Printed from four-color engravings made by The Colorplate Engraving Company, New York
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Dullo Process Inks—Yellow 165, Red 308, Black 166, Blue 185



West Wisconsin Ben Franklin Club.

The West Wisconsin Ben Franklin Club celebrated its birthday at the regular quarterly meeting held at Hudson, Wisconsin, on Monday, October 13. The club was organized at Hudson in October, 1910, and since that time has grown from a mere handful of members to a sturdy body of nearly forty members, and covers the Tenth Congressional District of Wisconsin. To celebrate the birthday anniversary properly the committee in charge of arrangements planned to make it a "newspaper meeting" throughout and to fine any man talking about job printing one watermelon.

The meeting proved a splendid success. There was a good attendance and much interest was manifested in the various subjects up for discussion. Able speakers had been secured and the following are some of the subjects assigned them: "Advertising Rates," "Foreign Advertising," "Cash in Advance for Subscriptions," "Our Country Reporters," "Home Print, with a Word on Want Ads.," "The General Make-up of a Paper," and last but not least, "Contests and Kicks," which proved to be the most important of the subjects discussed.

Eau Claire, Wisconsin, was chosen as the place for the next meeting, which will be held on Monday, January 12, 1914, and which will be devoted entirely to the discussion of costs.

Southwest Printers' Cost Congress.

A very interesting program has been prepared for the fourth annual meeting of the Southwest Printers' Cost Congress, which will be held November 14 and 15, at Hutchinson, Kansas. Following the opening exercises and official reports, a school of estimating will be conducted by Charles H. Armstrong, of Wichita, Kansas. Mr. Armstrong has made a study of this subject and has conducted the school at the three previous meetings of the congress, laying particular stress upon estimating small jobs such as booklets, school catalogues, stationery, and the class of work the average printer is called upon to figure every day. Following the estimating, Walter J. Weiss, also of Wichita, will exemplify the cost system, using charts with prices based upon overhead expense, wage-scale and competitive conditions prevailing in the southwest country, where there are many small individual job shops and combined newspaper and job plants. The standard cost-finding system is now being used very largely throughout this section, due to the education along this line received by the printers from the previous meetings of the cost congress as well as the general information contained in trade publications.

Special addresses will be made during the congress. Charles A. Browne, of Hutchinson, Kansas, and H. W. Southworth, of Vinita, Oklahoma, have been assigned "Keeping Cost for the Combined Newspaper and Job Offices," and "Is a Correctly Kept Cost System of Benefit to the Employee?" has been assigned for general discussion to be led by W. Y. Morgan and John O'Conner, of Hutchinson, Kansas, and Dave L. Guyette, of Muskogee, Oklahoma. A special representative of the United Typothetæ of America will address the congress on "Cost Finding, Employers' Associations and Trade Conditions."

An address of much interest will be "The Damnable Details," by Colonel S. G. (Dick) Spencer, of Kansas City. The usual question box and general discussion from the members will be given much prominence, having been found very valuable in bringing out little details of the printing business that are so often overlooked in discussing the larger problems confronting the average printer. The meeting will be held at the Commercial Club, and the entertainment committee has provided a number of interesting features to fill in the time of the two days not taken up with the program proper. All printers, newspaper and job, are invited to the meeting, and it is believed that several hundred at least will be in attendance. E. M. Moore, of Hutchinson, Kansas, is chairman of the entertainment committee, and H. V. Bowman and Dave L. Guyette, of Muskogee, Oklahoma, are president and secretary, respectively.

Florida State-wide Cost Congress to Be Held in November.

November 13, 14 and 15 are the dates set for the first State-wide Printers' Cost Congress in Florida, and Ocala has been selected as the meeting-place. Authority for the holding of this congress was given at the meeting of the Florida Press Association, held at Tampa in June, and a special committee was appointed to make all of the arrangements. This committee has not been idle, and if indications are anything to go by, those printers who do not attend this congress will not only miss a good time but will be money out of pocket as well.

The Ocala Board of Trade, through its secretary, is going to see that all visitors to the "Brick City" are given a good time. Of course it is understood that the essential business of the congress relating to the cost system will be disposed of before any of the printers will be allowed to frolic.

The session will open Thursday night, November 13, with a general mass meeting, when an address of welcome will be given. This occasion is to be taken advantage of as a sort of booster get-together. All day Friday will be devoted to the routine of the cost congress, and on Saturday the good people of Ocala propose to show the visitors what Marion County has done in the way of building good roads, and will also provide for the inspection of the leading industries of that section.

Taking part on the program by special invitation will be some of the leading printers of Georgia and South Carolina, and in addition to these it is expected that the United Typothetæ of America will send a special representative.

A RECORDER OF DEEDS.

A farmer in one of the neighboring townships who had gone into scientific poultry-raising hit upon the scheme of marking each egg with certain data in indelible ink. His idea was to find which variety of chickens laid best, and then, when the eggs were hatched, attach a tag to the chickens' legs. He soon found that his hired man was negligent about properly inscribing the eggs. One day not an egg was marked and the farmer read him the riot act.

The hired man listened in sullen silence until the boss finished. Then he said:

"See here. You'll have to get another man."

"Why, Jim, you're not going to leave me after working for me six years?"

"Yes, I am," returned the hired man. "I've done all sorts of odd chores for you without a whimper, but I'm durned if I'm going to stay here and be secretary to any durned hen!"

UNITED TYPOTHETAE AND FRANKLIN CLUBS AT NEW ORLEANS.

BY W. B. PRESCOTT.

SEVEN HUNDRED persons registered on account of the twenty-seventh annual convention of the "United Typothetæ and Franklin Clubs of America" as the official program put it. That document also contained a line — "International Cost Congress" — which seemed somewhat ambiguous, and which subsequent events proved to be a rather perfunctory recognition of an old — and possibly passing — friend.

A Knocking Master of Ceremonies.

Serious business had the usual "get-acquainted" prelude, which took the form of a smoker, presided over by a master of ceremonies, Hon. J. Zach. Spearing by name. He proved to be an out-of-the-ordinary sort of chap. In this age of the clean-shaven masculine, he wears a full beard of the old-fashioned unkempt kind. Physically, a bundle of nerves, with his hands and feet working incessantly, he speaks with deliberation; evidently a person of the most kindly disposition, his idea of wit and humor is to "roast" everybody. While he was not understood by the majority, the Honorable Spearing's fun-loving proclivities proved to be so infectious that the crowd "went along," and the first event of the week was noted not only a success but unique.

Chairmen of Standing Committees.

On Tuesday morning at ten o'clock President Glossbrenner started the big show. After the usual preliminaries in the shape of prayer, the mayoral and trade invitations, to which Mr. Glossbrenner replied, he announced the standing committees, with the following gentlemen as chairmen: Credentials, M. S. Steeg, New Orleans, La.; Nominations, H. M. Loth, Chicago, Ill.; Resolutions, John Clyde Oswald, New York city.

Presented a gavel, made from magnolia wood, by Mr. Dameron on behalf of New Orleans printers, Mr. Glossbrenner called for reports of officers and proceeded to read his address as president.

Dissatisfied with Membership Increase.

He pointed out that while the last convention approved the work done during the preceding year, it also reduced the income $1,000 a month, or $12,000 a year, which compelled economies that reduced the field force very materially. The president did not think the conditions surrounding the membership list healthy, saying "during the period from September 1, 1912, to September 30, 1913, the increase in membership was 712, which almost equaled the gain of last year, which was 729. Our loss in membership for the same period has been 451, a net gain of but 261, or eighteen per cent."

Craze for Members a Mistake.

Remarking that he regarded it as unfortunate that so-called "small printers" were responsible for the decrement, Mr. Glossbrenner went on: "I believe that in the past we have allowed the secretarial and field force too much latitude in our membership campaign, and in their enthusiasm to forward the work many members were procured, at considerable expense, who failed to appreciate the value of membership. It appears to me now that in the future new members should be selected with more discrimination, a smaller association of sterling members being preferable to a larger one containing many who are a constant source of expense to retain. In other words, we should try to make the association so attractive that employing printers will regard it with respect, considering an invitation to join a compliment, and suspension a disgrace."

The Amalgamation and Change of Name.

Principally for the purpose of reading it into the record, Mr. Glossbrenner gave documents relating to the amalgamation with the Ben Franklin Club verbatim. The proposed change of name must be passed on by the convention, which caused the president to comment: "There is doubtless some sentiment among many of us associated with the old name, still I feel that none of us will regret honoring the memory of our patron saint by adding "Franklin" to our title. Personally, I should have preferred a shorter name, but perhaps this may follow soon. At any rate, it seems to me that we should for all time retain in the title of our organization the name of our beloved Franklin as an asset which properly belongs to the oldest and the largest association of employing printers in the world."

About Ways and Means.

The president seemed exercised about the finances of the organization. Notwithstanding the decrease in income, Treasurer Southworth's report shows a balance slightly in excess of last year, with expenditures totaling $65,000. Though in the past advocating reductions of dues which resulted in cutting them in half in three years, President Glossbrenner thinks it should stop. He felt so strongly on the question that he opposed proposed amendments in his address.

War Fund Repugnant to Present Policy.

An amendment "that forty per cent of our income be held in reserve as a contingent fund," he held to be impossible on the present basis of dues. Dropping the financial aspect of the proposed legislation, Mr. Glossbrenner reviewed it in the light of a matter of policy, and said: "On this point I desire to remind you that our constitution was so amended at the Denver convention that there is no further necessity for a contingent or reserve fund in this organization, as it was there decided to continue it along educational lines. In lieu thereof it was provided that an Open-shop Division could be created for the benefit of such members concerned, and accordingly last year at the Chicago convention an Open-shop Division was formed, and it exists especially for the purpose contemplated in the aforesaid amendment. Hence, those members interested in the revival of a reserve fund have but to join the Open-shop Division and they will find there the protection of their interests which they are seeking. The plan this organization has been following during the past few years is either right or wrong, and this convention should decide definitely and finally just what the future policy shall be. You can not restore the former conditions, but you can apply the principles that were right in the past in such a way as to make them effective now — this we have tried to do. We have a different situation to deal with than that which confronted us some ten years ago, and in my judgment, based upon five years of active service observing our affairs, I believe the present basis of our organization is the most effective we can hope for under existing conditions."

To Find a Unit of Production.

Thanking committeemen for their services, when President Glossbrenner came to the price-list committee he referred to an instruction given that body by the executive council. It aimed at still further investigation of the causes of dissatisfaction and read: "It is the sense of the executive council that the price-list committee be instructed to investigate and establish, based upon the experience data of the membership, a properly classified unit of production for all machines and operations in the business."

Later on the committee reported that it had sent each member seventy loose-leaf pages of price-lists, and was now seeking the data requested by the executive committee. It made a strong plea for coöperation on the part of members, holding out to them the prospect of being able to know what was the proper unit of production of either human or machine on a large percentage of the work done in the ordinary office.

Address of Vice-President Courts.

If politics was a red-hot proposition in the Typothetæ the wiseacres would have gone into a gossip session within a few minutes after Vice-President Courts began reading his report as chairman of the executive committee. Mr. Glossbrenner had barely finished expressing grave doubts as to whether the cost commission had seen the end of its days of usefulness, when Mr. Clark said it was a debatable question, for, considering the immense field to be covered and the limited means at command, "it would seem an almost impossible task to do justice to the subject."

On the other hand, Mr. Courts felt the Typothetæ must preach the gospel of cost installation, but it should be handled systematically through the secretary's office. He expressed himself as being impressed with the district scheme of organization as the best method of bringing the central body into closer touch with the members generally. Mr. Courts deplored the methods employed on many occasions in securing members and new local organizations. The policy of giving service to members and looking to quality rather than quantity in accepting applicants would better subserve the interests of the organization.

Cost of Doing Typothetae Business.

Incidental to a discussion of the ever-present dues question, Mr. Courts said it cost the Typothetæ $3.53 a month a member to do business.

He joined Mr. Glossbrenner in speaking gloomily of the success of the United Typothetæ of America School at Indianapolis, asserting "the attendance should and must be increased one hundred per cent — yes, even two hundred per cent."

Secretary Clark's First Report.

In making his maiden bow to the membership S. Evans Clark declared "The general office is equipped as never before to render adequate, tangible service to every individual member of the organization along any of twelve lines of service. The slogan of the organization is: 'Individual, tangible service to every member all the time, everywhere,' which means that estimates, either revised or original, are promptly handled; employees for any department, including superintendents, salesmen, compositors, pressmen, etc., are furnished without delay; the *Bulletin* becomes a treasure house of helpful suggestions, advice and counsel, as well as an exposition of ways and means of doing business, and cost and efficiency methods; the 'price-list' feature; advice and data in costs and accounting furnished instantly; selling and publicity campaigns devised and planned; business administration and other vitally important questions elucidated."

The secretary classified what he called the twelve cardinal features of the Typothetæ as follows: (1) Employment department; (2) Cost-finding; (3) Accounting; (4) Estimating; (5) U. T. A. price-list; (6) Efficiency; (7) Trade schools and vocational training; (8) Selling and publicity; (9) Statistics; (10) Credits and collections; (11) General information; (12) *Bulletin*.

Mr. Clark joined with other officers in reporting that a standard accounting system had been prepared as a complement of the standard cost system. According to Mr. Clark, as printers become convinced and their courage grows, the hour costs mount. "Many things that are now incorporated in the diagnosis of costs of production were formerly overlooked."

How the Hour Costs Mount.

That conclusion was amply justified by a summary of hour costs of reporting members for a period of four years as follows:

	1910.	1911.	1912.	1913.
Hand composition	$0.99	$1.20	$1.29	$1.41
Linotype		1.62	1.69	1.83
Monotype		2.00	2.24	2.25
Job presses, all sizes	.71		.76	.80
Cylinder presses, larger than 25 by 38		1.60	1.61	1.64
Cylinder presses, 25 by 38 and smaller		1.41	1.34	1.37
Cylinder presses, larger than 38 by 52			2.19	2.83
Bindery work, girls, hand		.34	.35	.41
Bindery work, folding machine		.98	1.09	1.50
Bindery work, cutting machine		.96	.89	1.00

Synopsis of Business of Meeting.

Aside from the reading of papers on Wednesday and one on Thursday the results of the business meeting of the Typothetæ may be briefly summarized as follows:

Adopted resolution calling on Interstate Commerce Commission to give prompt ear to the pleas of the railroads for increased rates.

Voted $4,000 to the School of Printing at Indianapolis, and $5,000 for preliminary work in establishing a comprehensive system of typographical education.

Refused to abolish the Cost Commission.

Instructed Committee on Printing Trade Matters to attend next meeting of National Printing Trade Association and advocate adoption of long price-list.

Adopted recommendations of Cost Commission, which do not, however, differ materially from those adopted at previous meetings.

Listened to a striking address from J. Howard Hazell, representing the Cost Commission of Great Britain, who recited experiences similar to those experienced by American cost scouts.

All but instructed the Executive Council to have the next meeting in New York.

Approved a proposition to prepare a series of textbooks for use in printing-offices and printing classes of schools.

Approved treasurer's report, which showed 1,710 "good" members, and an expenditure of $65,000 during past year.

Protested against the free printing of envelopes by the United States Government.

Notified the Postoffice Department that the indiscriminate putting of catalogues in the parcel-post classification would injure the printing industry.

Changed the name to "United Typothetæ and Franklin Clubs of America."

Unanimously elected the following officers:

President George M. Courts, Galveston. First vice-president, Albert W. Finlay, Boston. Vice-presidents, Joseph A. Borden, Spokane; Alfred F. Edgell, Philadelphia; George H. Gardner, Cleveland. Treasurer, Arthur E. Southworth, Chicago. Executive committee: Pliny Allen, Seattle; D. A. Brown, Kansas City; C. P. Byrd, Atlanta; Robert Deacon, St. Louis; William Green, St. Louis; E. H. Hines, Detroit; George Horn, Baltimore; B. F. Scribner, Pueblo; D. L. Johnston, Buffalo; H. W. J. Meyer, Milwaukee; W. E. Milligan, San Antonio; J. A. Morgan, Chicago; Benjamin P. Moulton, Providence; William Pfaff, New Orleans; R. P. Purse, Chattanooga; I. H. Rice, Los Angeles; Eugene Saenger, Sioux Falls; C. V. Simmons, Waterloo; Fred L. Smith, Minneapolis; Edw. L. Stone, Roanoke; John Stovel, Winnipeg, Canada; C. D. Traphagen, Lincoln; Charles F. Warde, Pittsburgh; John S. Watson, Jersey City, and H. C. Wedekemper, Louisville.

Societies on the Side.

The Electrotypers' Association meets concurrently with the United Typothetæ and this year's meeting was the most successful ever held from every standpoint.

The Order of Pica also met, but postponed its high-jinks till after the session.

The Printing Trade Press Association also held a meeting and selected W. B. Prescott, of THE INLAND PRINTER, chairman, and Lewis Gandy, of *The Printing Art*, secretary, for the ensuing year.

THE MAN AND THE FIELD

This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Seeks Position as Mechanical or General Superintendent.

(1728) Practical, all-around printer, twenty-four years' experience, now manager of a private plant in the largest factory of its kind in the world, wants to connect with a concern needing a mechanical or general superintendent or manager. Four years' experience in lithographic pressroom, three years at folding-boxes (printing and making) in addition to seventeen years in the composing and letter pressroom and bindery. Exceptionally good pressman on cut and color work. Age forty-one years. Married. Best of references.

Iowa Town Needs Linotype Plant.

(1729) An up-to-date, fair-sized town in Iowa is badly in need of an independent linotype plant. Lots of printing goes to other towns owing to lack of composition facilities. Newspaper doing some work at present, but does not want to bother with it. Nearest trade plant one hundred and fifty miles away. Large territory to be supplied. Fine opportunity for live linotype man. Particulars furnished.

Foreman of Bindery.

(1730) Man of twelve years' experience would like position as foreman of bindery in shop doing principally edition, catalogue, and pamphlet work of the better grades and having a good cost system. Thoroughly understands the operation and output of machinery used in the modern bindery. At present employed, but desires change for larger opportunity. Good references.

Photoengraver Seeks Change.

(1731) Photoengraver of twenty-five years' experience, making a specialty of reëtching and finishing half-tone cuts for magazine and catalogue work, experienced on both black and color work and familiar with the requirements for the offset press, would make change. With present employers ten years. Can make estimates on work. Has held positions as superintendent and foreman with engraving houses in the East and Middle West with satisfaction. Would connect with publishing house that would appreciate good, reliable man and a competent workman.

Seeks Purchase of Printing Plant.

(1732) Man of eighteen years' experience in the trade, working up from apprentice to manager of large job plant, desires to purchase plant, or would consider the superintendency or managership of plant with a view to purchasing an interest in the business.

Would Take Charge of Small Bindery or Stockroom.

(1733) Man of eighteen years' experience in the printing business, principally in the bindery and stockroom, would like to take charge of small bindery or stockroom, and would start at reasonable salary. A-1 stockman and cutter. Thirty-five years of age. Single.

Ad. Compositor Seeks Change.

(1734) Ad.-compositor of ten years' experience, city and country, at present employed, desires change where he can get a chance to learn to operate a linotype machine. Union. Good habits. Twenty-six years of age.

Operator-Machinist Seeks Opening.

(1735) Man of eighteen years' experience as operator and machinist on linotype would like position as foreman or foreman-machinist in linotype-composition plant or linotype department of regular printing-office. Best of references furnished.

Would Take Charge of Good Country Newspaper.

(1736) Man of many years' experience on country newspaper work, would like to take charge of a good country newspaper not too far from Chicago. Sober. Best of references.

Job Compositor Seeks Opening.

(1737) Man, forty-one years of age, with twenty-seven years' experience at the trade, would like position as job compositor or on a combination job doing machinework part of the time. Linotype operator. Has held foremanship of plants and ran own job shop for several years. Familiar with paper stock; knows good printing and how to do it. Good proofreader. Union.

Cylinder and Platen Pressman.

(1738) Cylinder and platen pressman on color and half-tone work desires position in Southwest or Southeast. Can take full charge. Union. References.

Writer of Verse.

(1739) Writer of snappy, light verse, whose column in his local paper is the feature of a high-grade editorial page, and whose humorous verse is widely copied in the press of his own and neighboring States, and whose productions appear in some of the minor magazines, would write feature column for dailies or weeklies at rates within their reach. Will guarantee original service for each one. Or would accept position as regular staff man on responsible paper. Samples submitted on request.

Seeks Position on Newspaper.

(1740) Young man with several years' experience on newspaper work, desires a position on a live paper. Capable of setting good string and turning out clean proof.

Seeks Foremanship of Pressroom.

(1741) Man of over twenty years' experience in color-printing, both practical and business end, desires situation as pressroom foreman or assistant to manager of fair-sized plant. Good references.

Business Opportunity.

(1742) Printing machinery manufacturing concern would like to make connections with some one competent to take general management of office, advertising and sales department, and build up business. Well-equipped factory is located near business section of progressive New England town. Product is widely and favorably known. Would prefer party willing to purchase some stock.

Experienced Newspaper and Magazine Man.

(1743) An experienced newspaper and magazine man seeks position as editor on a newspaper — salary basis. Would accept position on country weekly, taking full charge of office, both editorial and business managership, or editorial management of daily in city of from 5,000 to 25,000 population.

Pressman Seeks Opening.

(1744) Cylinder and platen pressman of fifteen years' experience would like a position. Willing to go anywhere. First-class workman.

Cylinder Pressman Would Make Change.

(1745) Pressman, capable of taking charge of cylinders and jobbers, color and half-tone and loose-leaf work, would like to locate with some good firm. Seventeen years' experience. Married. Union. Desires to be financially interested.

Would Locate with Engraving House or Advertising Agency.

(1746) Young man, twenty-two years of age, would like to locate with some reliable engraving house or advertising agency as retoucher. Considerable knowledge of designing and lettering. Good references.

Ad.-compositor Seeks Opening.

(1747) Man of eight years' experience as head ad.-man, also as assistant foreman, would like to locate in some good city. Capable of setting the best class of advertisements. Married. Union.

Seeks Position as Proofreader.

(1748) Man having over twenty years' experience as proofreader, during which time he has been employed by some of the leading printing and publishing houses in the country, would like position in that capacity for some good printing or publishing firm. Feels capable of taking charge of any proofroom in America. Has just finished a technical work on practical proofreading. Would go anywhere.

Linotype Machinist-Operator Seeks Position.

(1749) Man capable of handling all kinds of job, tabular and advertisement composition rapidly and accurately would like to locate, preferably on Pacific coast. Twenty years' experience as printer; twelve years on machine. Indefatigable worker. Sober and reliable.

Composing-room Foreman or Superintendent.

(1750) First-class printer, twenty years' experience, nine years as foreman, wants to locate on the Pacific coast after November 1. Thoroughly posted on composition, presswork and bindery details. Seeks connection as foreman or superintendent with progressive firm specializing high-class printing. Possesses exceptional qualifications as job and advertisement compositor, stoneman, proofreader and linotype machinist-operator. Familiar with cost systems and estimating. Systematizer and result-producer. Married. Age thirty-seven years.

Seeks Position in Pressroom.

(1751) A man with over nineteen years' experience handling high-grade black and color work would like to get in touch with firm, with pleasant working and living conditions, needing a pressroom foreman. Would like to settle down to serve a term of years, giving them in return for these conditions and comparatively moderate wages, high-grade presswork and honest, diligent service at all times. With first employer twelve years, starting as office-boy and becoming foreman of pressroom; with last employer seven years, but resigned on account of too much overtime work. Union.

Platen Pressman Seeks Position.

(1752) Young platen pressman, twenty-one years of age, with five years' experience on all kinds of jobwork, including three-color work and embossing, desires a position in any of the three Pacific Coast States.

Printing Plant for Sale.

(1753) Job shop in large city in New Jersey will sell for $1,750; stands owner $2,100. Located in good printing town. Type same as new, the oldest being about three years in use. Some fifty fonts not opened yet. Owner getting old and wishes to retire.

Good Job Man Would Like to Learn Machine.

(1754) First-class job man, twenty-three years of age, would like to secure an apprenticeship on the machine, and do combination work on machine and job work. Would be willing to work hard and go anywhere if suitable opportunity is presented.

Compositor-Pressman Would Learn Machine.

(1755) Ambitious young man of twenty-three, all-around printer, with seven years' experience as compositor and four years on Gordon and cylinder presses and as stoneman, would like a good, permanent situation where he can have the opportunity to learn linotype. Wisconsin, Illinois or Indiana preferred. Does not belong to union, but would be glad to join if he could secure position in union shop. First-class references.

"BASIS FOR ESTIMATING ON PRINTING BY F. W. BALTES."



BY request of Mr. Baltes THE INLAND PRINTER presents to the printing trades the results of his experiences in cost accounting and price-making. An explanatory letter from Mr. Baltes follows. It is to be hoped that readers generally will take advantage of Mr. Baltes' offer to answer questions in these columns, as an aid to which the tabulation of the "Basis" will be kept standing from month to month as a rallying point for Mr. Baltes and his disciples. Mr. Baltes is a successful printer. What he writes is not speculative. He has the facts, proved by himself. He has published a 24-page book, "System and Prices for Printing." The price is $1, and it may be obtained from The Inland Printer Company.

Thirty books, receipts, 100 leaves each, original and duplicate, three on, 8½ by 11:

6,000 impressions, 8½ by 11, at list	$ 4.60
Plus ½ cent per square inch per thousand	2.80
Allowance for composition, one	2.00
Two electros	1.50
Stock cost	4.75
Binding cost	5.75
	$21.40

Our time cost for composition and presswork was $8.00.

If the order for receipts had been single, or 18,000 8½ by 3⅝, the price for composition, electros and presswork would be the same, run three on 8½ by 11.

Presswork on 6,000 letter-heads would be the same.

The price for presswork on bill-heads, 8½ by 11, would be the same as letter-heads.

COMPOSING-ROOM.

COMPOSITION, per hour $1.50

Corrections, alterations, proofreading, make-up, lock-up, etc., per hour 1.25

Job or Display Composition, by the Line:

Measuring width of face; minimum line 10c.

6 pt. @ 6c per inch	10 pt. @ 3½¢ per inch
8 pt. @ 4½¢ per inch	12 pt. @ 3c per inch
9 pt. @ 4c per inch	14 pt. @ 2½¢ per inch

Poster Composition, 1c per in.; min. line 10c

Commercial job composition will average 5 cents per inch width, per line, measuring face of type only, with a minimum of 10 cents per line, to which should be added cost of lock-up, or 50 cents for average platen form.

A minimum of 25 cents for lock-up should be charged for each poster form.

LINOTYPING, straight matter:

Size	Per 1000 Ems Ems	sq. in.	Size	Per 1000 Ems Ems	sq. in.
5 point..	$0.35	208.8	9 point..	$0.45	64.4
5½ point.	.35	172.6	10 point..	.50	52.2
6 point..	.35	145	11 point..	.55	43
7 point..	.35	106.4	12 point..	.60	36.2
8 point..	.40	81.6	14 point..	.70	26.6

Minimum line charge, 20 ems of size used.

Extra price for tabular or objectionable.

Linotype Matter, ready for press:

With three-fourths cuts, at above prices.
With one-half cuts, price and one-half.
With one-fourth cuts, double price.
Straight matter, price and one-half.
Add 50 per cent when cuts are set in.

ESTIMATE RECORDS.—Estimates should be made on job ticket forms, giving full particulars as if written for a working ticket. Cost or prices should be extended to the columns at the right. Details for composing-room may be shown on reverse side. This ticket should be marked "Estimate" at top and quotation inserted at right of name. It should not be used as a working ticket, but the job number, if work is secured, may be written thereon for reference. Sample job ticket will be furnished on request.

COST PER HOUR AND RATE PER HOUR SOLD.—If time is correctly kept, the cost per hour should approximate the rates per hour as shown in the Weekly Statement below. To these rates of cost a reasonable allowance should be added for profit, when estimating on or charging for work. Overhead expense, including non-productive labor, general expense and depreciation, should not exceed 90 per cent of the productive pay-roll.

PLATEN PRESSWORK.

On book or flat papers, of ordinary weights, in quantities less than 10M, or when run two or more on, platens or cylinders, in orders of 10M or over:

1st 5M @ 80c, $4.00 (Add Make-ready and Profit)
2d 5M @ 60c, 3.00, or 10M @ 70c per M.
3d 5M @ 40c, 2.00, or 15M @ 60c per M.
4th 5M @ 20c, 1.00, or 20M @ 50c per M.

Or 20M @ 20c, + $6.00 = $10.00.
30M @ 20c, + 6.00 = 12.00.
50M @ 20c, + 6.00 = 16.00.
100M @ 20c, + 6.00 = 26.00.

[per] To which add ½ cent per square inch up to 100 square inches, and ¼ cent per square inch from 100 to 200, per M, for example:

20M 10 x 20, @ 20c + $6.00...$10.00
100 square inches @ ½c..... 10.00
100 square inches @ ¼c..... $25.00

10M 8 x 12½, @ 70c per M....$ 7.00
100 square inches @ ½c..... 5.00=$12.00

The cost of composition, or electros, for all in excess of one, should be provided for at electrotype scale.

¼ Jobs of 25 square inches, or less, may be printed two or more on, in quantities of 10M or over, as follows:

80M 3 x 4, 12 sq. inches, @ ½c..$ 4.80
4 on 6 x 8, 20M @ 20c + 80.00 10.00=$14.80

Or, jobs of 25 square inches or less, with little composition, may be printed two or more on, at presswork scale, plus cost of extra composition and cutting.

For heavy stock, or cardboard, and for finer work, or colored ink, an increased rate should be charged for presswork.

Envelopes may be printed for ½ cent per square inch, plus 80 cents, per M, for 5M or less, and for ½ cent per square inch, plus 60 cents per M, for each additional M.

CYLINDER PRESSWORK.

Type, on S. & S. C., 25 x 38, 50-lb. basis, 1-10c per sq. inch + $1.00 per M impressions.

Half-tones, 1-5c per sq. inch + $1.00 per M.

For half-tones and type on S. & S. C., or enamel paper, a proportionate rate from 1-10c to 1-5c per square inch + $1.00. per M impressions, should be made.

For each 10 lbs. weight per ream, in excess of 25 x 38, 50-lb. basis, an additional charge of 10 cents per M impressions should be made, for example:

25 x 38,	50,	950 sq. ins..	$.95 +	$1.00 = $1.95
	80,	950 sq. ins..	.95 +	1.30 = 2.25
	200,	950 sq. ins..	.95 +	2.50 = 3.45
38 x 50,	100,	1900 sq. ins..	1.90 +	1.00 = 2.90
	200,	1900 sq. ins..	1.90 +	2.00 = 3.90
28 x 44,	70,	1232 sq. ins..	1.23 +	1.00 = 2.23
	140,	1232 sq. ins..	1.23 +	1.70 = 2.93
	280,	1232 sq. ins..	1.23 +	3.10 = 4.33

For colored ink forms, and for presswork requiring slip-sheeting, an additional charge should be made.

Make-ready.

Type forms, ½ to 1 cent per square inch; minimum $1.00. Line cuts, 1 to 2 cents; half-tones, 3 cents per square inch.

Charge for Ink.

Black ink, on S. & S. C., or enamel paper, to cover 1,000 square inches type, about ¼ lb. per M impressions, to 4 lbs. for full half-tones. Colored ink will require more

For other stock, on 28 x 42 poster, from 10 lbs. per M impressions on wood type, 6 to 20 line, to 20 lbs., for larger type, will be required.

One-tenth pound per M impressions should be a minimum charge for 100 square inches for black ink on platen presses.

WEEKLY STATEMENT, JANUARY 15, 1912.

Weekly Pay-roll	Hours	Cost	Hours Sold	Amt.
Composing room	369	$190	280 @ $1.25	$350
Linotype	96	67	88 @ 1.50	132
Cylinder presses	330	150	220 @ 1.50	330
Job presses	190	70	140 @ 1.00	140
Total productive	976	$477	728	$952
Non-productive labor		150		
General expense		150		
Depreciation		100	Gain	75
		$877		$877

The U. T. A. makes one price for bill-heads 8½ by 11 or smaller. My list provides a scale for presswork of 80 cents per thousand, base, for first 5,000, 60 cents per thousand for second 5,000, 40 cents per thousand for third 5,000, and 20 cents per thousand for each additional thousand, plus one-half cent per square inch per thousand, for example:

20,000 bill-heads, 8½ by 11, base for presswork	$10.00
Plus ½ cent per square inch per thousand	9.35
Composition for one and make-ready, say	3.15
Total for presswork and composition	$22.50

These may be printed four on 17 by 22 at the following approximate cost:

5,000 impressions, 17 by 22, at $2.00 per thousand	$10.00
Make-ready	1.50
Composition, one	2.50
Three electros	2.25
Total	$16.20

From F. W. Baltes.

PORTLAND, OREGON, September 5, 1913.

To the Editor:

I am enclosing several copies of my "Basis for Estimating on Printing." If you wish to do so, I would suggest that you publish the list in full, and run it continuously, or as often as you wish, for the benefit of the craft in general.

I have just sent a number of copies to the Secretary of the United Typothetæ of America, with a letter asking him to place them before the Price-list and Executive Committees of that organization, and have called attention to the lack of harmony in their list.

While my list is small, it furnishes a basis for prices on almost every class of printing, and can be easily learned. It can be as easily applied to one class of printing as to another, as illustrated here, for example:

If the size were 8½ by 5½, the price for presswork on:

20,000 would be, base	$10.00
Plus ½ cent per square inch per thousand	4.67½
Composition for one and make-ready	3.15
Total	$17.82½

If printed four on, 11 by 17, the approximate cost would be:

5,000 impressions, 11 by 17, at $1.50 per thousand	$ 7.50
Make-ready	1.50
Composition and three electros	4.75
Total	$13.75

A printer having no larger press than a half medium could print 20,000 bill-heads, 8½ by 11, two on, 11 by 17, at the following approximate cost:

10,000 impressions, 11 by 17, at $1.50 per thousand	$15.00
Make-ready	1.00
Composition and one electro	3.25
Total	$19.25

For 100,000 letter-heads, 8½ by 11, my list would be:

For presswork, base	$26.00
Plus ½ cent per square inch per thousand	46.75
For 100,000 note-heads, 5½ by 8½, the price for presswork, base, would be the same	$26.00
Plus ½ cent per square inch per thousand	23.37½

For either size, the composition for one only to be added. The extra electros are provided for in the presswork scale.

Yours truly, F. W. Baltes.

An Order for Calendar-cards.

An order just completed was for calendar-cards, 9 by 3 inches, for a bank desk, printed both sides:

6 lots, 20 each, for days, 120; 12 lots, 20 each, for months, 240; 31 lots, 20 each, for figures 1 to 31, 650.

A total of 990 cards, two sides, at 80 cents per thousand	$ 1.60
Plus 27 inches each side, at ½ cent	.27
Make-ready	1.75
Composition, 49 lines, at 10 cents	4.90
Lock-up	1.75
Stock	4.45
Cutting	1.00
	$15.72

The job cost us $12.75.

Price Variants in Linotype Composition.

If eight-point linotype is worth 40 cents per one thousand ems, then nine-point is worth 45 cents; ten-point, 50 cents; eleven-point, 55 cents; twelve-point, 60 cents, and fourteen-point, 70 cents. A recent test in our office shows that ten thousand ems of eight-point No. 16 contained three thousand words, set in 14-em measure, while requiring 2¼ hours' time at a cost of $1.60 per hour or 36 cents per thousand ems. The same copy set in 12-point No. 16 ran 360 words to one thousand ems, made only 8,334 ems, took 2¾ hours to set at a cost of $1.60 per hour or about 53 cents per one thousand ems, proof not read.

Distribution Not "Overhead."

The cost of distribution should be added to the cost of composition. If it takes three hours to set a display job by hand it will take an average of one hour to distribute it, therefore the cost of this work would be four hours at $1.20 per hour, or three hours' composition at $1.60 per hour. Three hours' corrections, alterations, or make-up requires no distribution and may be sold at $1.20 per hour. A compositor requires more material to work with than one doing other work. Distribution is not overhead. The time of both proofreader and copyholder should be charged for on each job.

Show Printing.

Here is another illustration showing the efficacy of my price-list for printing:

A showman wrote to us asking for prices on work. We wrote him that our price was 2 cents per sheet plus 1 cent per inch per line.

He sent us the following order, enclosing a draft for payment:

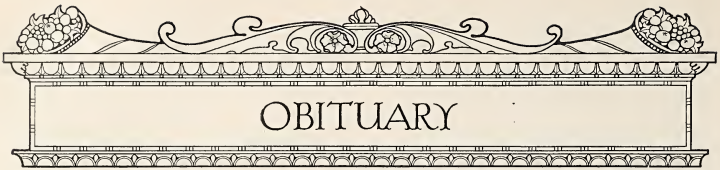
500 half sheets, 21 by 28:	
250 sheets, 28 by 42, and print at 2 cents	$5.00
5 lines, 21 inches each	1.05
	$6.05
500 half sheets, 42 by 14:	
250 sheets, 28 by 42, and print	$5.00
2 lines, 42 inches each	.84
	$5.84
4 lots, 100 each, months, 21 by 14 each:	
4 lines, at 10 cents each	$0.40
100 sheets, 28 by 42, and print	2.00
	$2.40
10 lots, figures 1 to 0, 200 each, 10½ by 14:	
250 sheets, 28 by 42, and print	$5.00
10 lines, at 10 cents each	1.00
	$6.00

All over the United States show printing is done at from 2 to 3 cents per sheet, 28 by 42, regardless of composition or quantity. We print for 2 cents a sheet, 28 by 42, covering stock, ink and presswork, plus 1 cent per inch per line for composition, with a minimum line charge of 10 cents. The price per sheet may vary according to location.

Have you ever observed that printers, as long as they are in business, labor from morning until night without a system or base for prices?



"Who Are *You* Waiting For?"
Photograph by F. M. Kofron.



Jacob J. Walser.

The many friends and business associates of Jacob J. Walser, the president of the Goss Printing Press Company, were deeply grieved to learn of his sudden death which occurred at his home, 145 North Central avenue, Austin, Chicago, on Thursday, October 16. Mr. Walser had been at his business all day, leaving for home about half-past four. About five o'clock he complained of a slight illness, and passed away about eleven o'clock, the cause being hemorrhage of the brain. For years Mr. Walser had been prominent in the industrial and commercial life of Chicago, his various connections with banks and other substantial institutions elevating him to a high standard.

In 1886 Mr. Walser, with Fred L. and Samuel G. Goss, formed the Goss Printing Press Company. Mr. Walser was chosen president and occupied that position up to the time of his death. Ever since its organization the Goss Printing Press Company has been among the foremost concerns of its kind in the world, and Mr. Walser's careful business methods, together with his great activity and business sticking qualities, contributed largely to the success of the company.

Mr. Walser was born in Germany, July 29, 1849. His parents, Joseph and Emma Walser, brought him to America when he was seven years old. After obtaining a meager education he started out in the world, and that he succeeded is best indicated by the splendid business which his efforts established in the Goss Company. He was a resident of Chicago since 1853. He was a thirty-second degree Mason, member of Siloam commandery of Austin and of the Shriners. He also was a member of the Oaks Club of Austin.

Mr. Walser is survived by the widow and two children, a son, Jacob J. Walser, Jr., and a daughter, Mrs. Lizzie Oliphant, all residing in Chicago.

J. M. Coe.

J. M. Coe, the proprietor of the J. M. Coe Printing Company, of Richmond, Indiana, and one of the pioneer and best-known citizens of Richmond, passed away on Thursday, October 9, at the home of his daughter, Mrs. J. Fred King, 1308 Main street. He was sixty-nine years of age and had been in excellent health until a few months ago. About three months before his death his physician informed him that he had valvular heart trouble and warned him against exerting himself. On the evening before he passed away he walked to the office of his physician, consulted with him, then returned to his own office where he worked for a short time. Before leaving he told his son, Demas S. Coe, who has been associated with him in the business for the past three years, that he was not feeling very well but would be at work early as he had a great amount of business to attend to.

Mr. Coe had been engaged in the newspaper and job-printing business in Richmond for over forty-three years, and was always active in public affairs. At one time he was a member of the city council, and for several years had been president of the West Side Building Association. He had an engaging personality, was witty and a most entertaining conversationalist.

Mr. Coe was born at Litchfield, Connecticut, February 21, 1844. As a boy he became an apprentice printer, and before he was twenty-one began to follow his trade in the composing-room of the Springfield (Mass.) *Republican*. He married Miss Lucy E. Sparks at Springfield in 1868 and the same year they moved to Richmond. After arriving in Richmond Mr. Coe purchased a half-interest in the old Richmond *Telegram*, which was operated under the firm name of Wilcox & Coe. A few years later Mr. Wilcox sold his interest in the paper to Daniel Surface, one of Richmond's veteran newspaper men. Five or six years later Mr. Surface disposed of his interest in the *Telegram* to enter the manufacturing business. Mr. Surface's interest in the paper was purchased by E. C. Martin, of Hamilton, Ohio, now of New York.

Later Mr. Coe and Mr. Martin decided to divide the business, Mr. Martin taking over the newspaper and Mr. Coe the job-printing department. This job-printing establishment then became known as the J. M. Coe Printing Company. Throughout his long career as a newspaper publisher and job-printer, Mr. Coe conducted his business in one place, the second and third floors of the block at 915-919 Main street.

A high tribute to the memory of Mr. Coe, which shows the high regard in which he was held, was paid by Judge Daniel W. Comstock, who said in part: "There was nothing commonplace in Mr. Coe. The first impression he made on every one who met him personally, and the impression was deepened by closer acquaintance, was that of honest purpose and freedom from guile. His wit, which was kindly, the quaintness and the deliberateness of his speech emphasized an individuality which did not imitate; he was genuine throughout. His observation of life, his method of thought and expression were of a fashion all his own. He had the quick perception of the New Englander, but his views of men and things had been broadened by contact with the West. His sense of humor was keen, abundant, and certain to add pleasure wherever it was manifested. . . . From his nature he was incapable of deceit; good faith was so inbred in him that he could not be a party to fraud or misdirection. He did not neglect duty and never was guilty of discourtesy."

The happy gift of being agreeable seems to consist not in one, but in an assemblage of talents tending to communicate delight; and how many are there, who, by easy manners, sweetness of temper, and a variety of other undefinable qualities, possess the power of pleasing without any visible effort, without the aids of wit, wisdom, or learning, nay, as it should seem, in their defiance; and this without appearing even to know that they possess it.—*Cumberland.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

R. T. Porte Goes to New York.

On Thursday, September 25, the Ben Franklin Club of Cincinnati tendered a farewell luncheon and smoker to its retiring secretary R. T. Porte, who resigned to accept a position with the Wood & Nathan Company, of New York. Mr. Porte has been secretary of the club for the past two years and has been active in organization work throughout the country, making hosts of friends wherever he went.

Robert Miehle Again with Miehle Printing Press & Manufacturing Company.

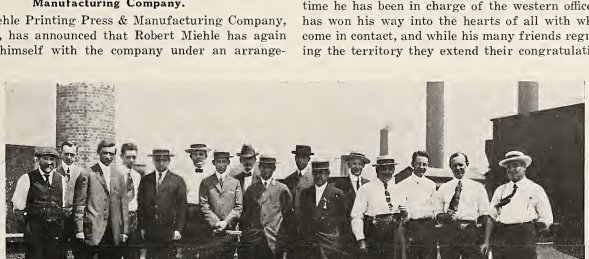
The Miehle Printing Press & Manufacturing Company, of Chicago, has announced that Robert Miehle has again associated himself with the company under an arrangement which for a long term of years insures to the company the benefit of Mr. Miehle's experience, inventions and advice in connection with the development of its printing machinery.

The Model Print-shop at Electrical Show.

At the Electrical Show held in the Grand Central Palace, New York city, October 15 to 25 inclusive, the New York Edison Company displayed an interesting exhibit which they designated as The Model Print-shop. The Autopress Company, 95 Madison avenue, New York city, was represented in this exhibit and their latest model machine, the "CC," was used by the Edison people to print an exposition daily. A wireless station installed in the building furnished live news items; a typesetting machine handled the question of composition; the Model CC Autopress, size 14 by 20 inches, completed the paper.

Joseph Hays Receives Promotion.

Joseph Hays, who has been in charge of the western territory of the Lanston Monotype Machine Company, has been made assistant to the president of the company, and will hereafter devote his time to special work. During the time he has been in charge of the western office Mr. Hays has won his way into the hearts of all with whom he has come in contact, and while his many friends regret his leaving the territory they extend their congratulations to him on receiving this well-merited promotion. Mr. Hays' duties will, however, take him frequently into the western territory, so that he will have an opportunity to meet his old friends now and again. Richard Beresford and James H. Sweeney, who have in the past acted as assistants to Mr. Hays, have been promoted and placed in charge of the western territory.



YOU CAN NOT KEEP A GOOD MAN DOWN.

In July a number of the managers of the various branch houses of Barnhart Brothers & Spindler stopped off at Cleveland, Ohio, while on the way to their annual meeting in Chicago. They inspected the plant of The Chandler & Price Company from cellar to attic, and the above picture shows them on the roof of the factory.

Sheet-fed Rotary Photogravure Machine.

Frank Nossel, the representative of The Victoria Press Manufacturing Company, is now introducing a sheet-fed rotary photogravure machine which prints up to a size of 23 by 39 inches, and which is particularly adapted for fine

art work. The printing is done from a copper cylinder, on which the engraving is made. The machine has an automatic slip-sheet attachment, and can be run at a speed of sixteen hundred. Mr. Nossel states that he furnishes complete equipment, and will be pleased to send full particulars to interested parties on request. His address is 38 Park Row, New York.

Joseph L. Shaner Candidate for State Senator.

The versatility of the printer has been referred to a number of times in these columns, and has been proved times without number by the men in high public offices as well as in other positions of responsibility. We take pleasure in reproducing this month the likeness of Joseph L.



Joseph L. Shaner.

Shaner, a member of the firm of Shaner & Knauer, the oldest job-printing establishment in Atlantic City, New Jersey, who received the unanimous endorsement of the Democratic party as candidate for state senator. Mr. Shaner has been a resident of Atlantic City since 1876, and has always identified himself with the best interests of the city and county, and is firm in the belief that a public office is a public trust. He has a large acquaintance and is held in high esteem by all who know him, which assures him a large vote regardless of party affiliations.

Splendid Work Produced by Ray D. Lillibridge, Incorporated.

A splendid specimen of the high quality of technical advertising produced by Ray D. Lillibridge, Incorporated, has been received. This specimen is a booklet, produced for the Wagner Electric Manufacturing Company, of St. Louis, advertising the "Wagner Quality" lines of motors and electrical devices, and is a strong testimonial of the high class of advertising produced by the Lillibridge concern.

Chas. Eneu Johnson & Co. Printing Contest.

Chas. Eneu Johnson & Co., the well-known printing-ink house, announces a very interesting contest. It will pay the sum of $450 in cash prizes to be awarded to the successful entrants in a competition for the best results obtained from its printing-inks. The awards are to be made for the best examples of half-tone and four-color processwork, and the following well-known New York authorities have consented to act as judges; Charles Francis, of the Charles Francis Press; J. W. Bothwell, of Theo. L. De Vinne Company, and John Clyde Oswald, of *The American Printer*.

The awards are to be made in connection with the great printing exposition to be held in New York in April next, and will, undoubtedly prove an attractive feature of the exhibit to be made by Chas. Eneu Johnson & Co.

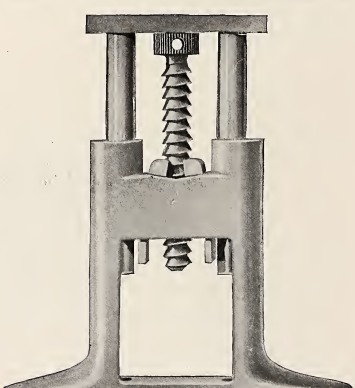
Further announcements will appear in subsequent issues of THE INLAND PRINTER, and full details may be obtained by writing to the main office of the house at 509 South Tenth street, Philadelphia.

James M. Lynch Appointed State Labor Commissioner of New York.

Governor Glynn's nomination of James M. Lynch, president of the International Typographical Union, as State Labor Commissioner was unanimously confirmed by the Senate on October 22. The Senate twice rejected Governor Sulzer's nomination of John Mitchell, former president of the United Mine Workers of America, for the position. After the second rejection Governor Sulzer nominated Mr. Lynch, but the nomination was never reported from the Senate Finance Committee.

Morgans & Wilcox Manufacturing Co.'s Patent Job Locks.

Very little description will be required to convince the practical printer of the value of the job lock shown in the illustration. These locks are designed chiefly for use in job chases but can frequently be used to great advantage in cylinder press forms. They are simple in construction, strong and durable, carefully and accurately made, and can



A Press Lock Which Combines Furniture and Quoin.

be relied upon to make square and solid lock-ups. They are placed around the form, pulled out until they fit the chase, and then tightened by a slight turn of the screw. Complete information regarding these locks may be obtained from the manufacturers, Morgans & Wilcox Manufacturing Company, Middletown, New York.

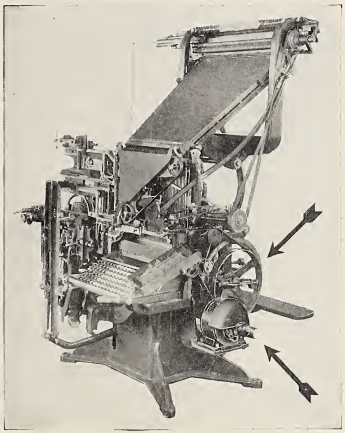
Philadelphia Club of Printing House Craftsmen Holds First Meeting of New Season.

The Philadelphia Club of Printing House Craftsmen held its first meeting and banquet of the fall and winter season on Thursday evening, October 9, at the Continental Hotel. There was a large number present, and the new

season was started with renewed enthusiasm. Samuel R. Carter, the former vice-president of the club, gave a very interesting and instructive talk, telling of his visits to various printing-offices while in Europe during the past summer, describing how and why they do things differently in Europe, and showing samples of work. The speaker of the evening was W. Freeland Kendrick, who gave a most interesting talk on "How to Make Philadelphia Greater." A discussion of work and working conditions brought out many points of great value to the members. A splendid musical program was rendered which added greatly to the enjoyment of the evening.

A New Motor Drive for Intertype and Linotype Machines.

Every printer appreciates the necessity of overcoming annoyance and loss of time caused by the transposition of intertype and linotype matrices during composition. Such trouble is the invariable result of irregularities in the driving speed, due either to belt slippage with line-shaft drive, or to insufficient power or poor speed regulation with direct motor-drive. A further difficulty often experienced by users of motor-driven typesetting machines is

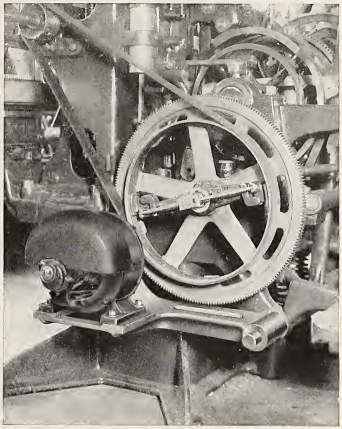


The Cline-Westinghouse Drive for Typesetting Machines.

that the motors are of special construction so that it is difficult to repair them quickly if they get out of order.

To avoid both of these troubles, the Cline Westinghouse drive for typesetting machines has been devised.

The drive can be applied to any intertype or linotype machine in a few minutes' time and without special work. The motors are built along the same lines as large Westinghouse motors, which are known throughout the world for their reliability and efficiency. These motors have ample power to keep the speed steady at all times, even at the "break-away" of the mold, and are very strong and rugged in construction, with heavy shafts and large bearings which are automatically lubricated by oil rings. The commutator and brushes of the direct-current motor are of excellent construction, assuring long life and freedom from repairs. A cover, as shown in illustrations, further protects the commutator from accidental damage. Alternating-current motors have neither commutators nor brushes and therefore have no parts that require attention other than the bearings. All parts of these motors are standard and carried in stock, so that repairs and renewals can easily be made.



Showing the Cline-Westinghouse Motor in Position.

The complete outfit consists of the following:

(a) Either a single-phase alternating-current motor or a direct-current motor.

(b) A hard fiber pinion to fit the motor-shaft.

(c) A gear-wheel which replaces the belt-wheel used upon standard intertype and linotype machines.

(d) A bracket for supporting the motor which is easily attached to the intertype or linotype machine by means of a special cap screw, which is also supplied.

Means of adjustment between the gear and the motor pinion are provided for in this drive so that accurate alignment is assured. The standard outfit is designed to drive the machine at the speed recommended by the manufacturer, but a larger pinion can be supplied for obtaining a higher speed if desired.

Motors are suitable for operation on any ordinary lighting circuit of standard characteristics.

Knauffsatt—a Time-saver for the Pressroom.

There is an old proverb which says something about a penny saved being a penny earned. Very few will deny the truth of this, and the deduction can be made, that to the extent the saving capacity is increased the earning capacity is increased. Be that as it may, all men should use every means available to increase their saving capacity, and should not overlook the fact that it is frequently necessary to spend money in order to save at a future time, and that

the spending of a small amount will often bring large returns. An example of this can be found in the pressroom of every printing-plant. There is not a pressman who does not know the time lost through jobs offsetting — in many instances requiring slip-sheeting the entire job in order to prevent it, thereby adding to the cost of producing the job. Here is where the spending of a small amount will result in a great saving. Pressmen who have had difficulty overcoming offsetting should make it a point to learn about the claims that are made for "Knauffsatt" — claims that are justified by the high praise it is receiving wherever used. Mixing this preparation with the ink, which of course must be prepared in the regular way to suit the paper, prevents offsetting, saving the time required for slip-sheeting, permitting piling the sheets in higher piles without sticking to one another and also saving time between running of different colors. The No-Off-Set Company, Louisville, Kentucky, is the manufacturer, and will gladly forward complete information on request.



GATHERING IN HONOR OF THE BIRTHDAY OF ROBERT W. NELSON, PRESIDENT OF THE AMERICAN TYPE FOUNDERS COMPANY.

Honor Birthday of President Nelson of The American Type Founders Company.

Discerning visitors to New York who desire to see The American Type Founders establishment in Communipaw avenue, Jersey City, time their visit for about midday, when they are sure to be introduced to the executives of the company in the neat little dining-room, which is the display room of a very efficient kitchen. The bill of fare is always good, but it is usually excelled by what Dean Swift called "the bill of the company."

On September 22 there was an invasion of about thirty guests — mostly from New York, but including a Bostonian and Chicagoan — who took the opportunity of helping the employees and officers of the company in celebrating President Nelson's birthday.

This was a surprise to Mr. Nelson who does not pay as much attention to birthdays as he did once upon a time, and who at first positively refused to be diverted from a particular business in hand when lunch was announced, but when he saw the assemblage he succumbed.

Almost everybody had something to say and Mr. Nelson's good qualities were lauded with a sincerity unusual on such occasions. It was pointed out that the guest of honor had been a pioneer in the field of political reform, in business organization and in modern business methods — that more years ago than any one cared to say he was practicing methods which are now being hailed as new ideals in business and the guiding-star for commercialism of the future.

During the afternoon Mr. Nelson was presented with a handsome milk set; for, be it known, he is a Jersey farmer as well as a world typefounder, making a specialty of milk, which is as smooth and persuasive as the owner of the herd.

Mr. Nelson spoke, of course, and the modesty that usually goes with real ability prevented him from saying very much about his achievements or preaching at his audience. He assured everybody that he was glad to be there — a statement which was unanimously seconded.

Graphic Reminders of Gotham.

Sinclair & Valentine, the well-known inkmakers, are remembering their friends by sending them views of New York, handsomely mounted and bound in book form. Good

to look at, it is a pleasant reminder of the wonders of America's greatest city. There is a cut of the Sinclair-Valentine office and factory with the hospitable notation that visitors are welcome.

Hamilton Manufacturing Company's Exhibit at Toledo.

One of the exhibits at the recent cost congress and exposition at Toledo which created considerable interest and attention was that of the Hamilton Manufacturing Company, an illustration of which is shown on this page. This was really the first representative display of Hamilton steel furniture ever given publicly, and it naturally presented many interesting new features in the way of space and time saving as well as for the general improvement of the composing-room. Every article shown is worthy of detailed description but lack of space forbids.

One very clever new piece of furniture was the sectional sort-cabinet, built like a sectional bookcase so that sections can be added from time to time. Another interesting piece was the Bullen sectional chase-rack, which in addition to being probably the most compact chase-rack ever produced has the further advantage of an adjustable top guide, which prevents the chase falling over against another chase in the rack and thus damaging its face.

One novel and decidedly practical feature was found in one of the long make-up tables where the steel letterboards are operated on steel rollers, making it possible to handle them with extreme ease. As an evidence of the ease of operation, a man weighing one hundred and eighty pounds stood on one of the boards while it was being pushed back and forth, in and out of the frame.

Most of the articles shown in the exhibit are described in detail in a special booklet entitled, "Where Quality Counts," issued by the Hamilton Manufacturing Company for distribution at the Toledo Exposition, and we are informed that those who were not fortunate enough to secure one of these booklets at Toledo can obtain a copy by writing to the company's office at Two Rivers, Wisconsin.

Frank R. Brines Returns to Philadelphia.

At a specially called meeting of the Board of Directors of the Ben Franklin Club of Chicago, held on Thursday, September 25, the resignation of the secretary, Frank R. Brines, was tendered. The work of Mr. Brines has been spoken of throughout Chicago and the Middle West as being unusually successful, and not only the officers but the members as well had learned to think a great deal of him. Mr. Brines states that there are a number of reasons for his resignation, the chief of which is to return east and live with his family and to accept a position with The American Type Founders Company of Philadelphia. The members of the Ben Franklin Club tendered Mr. Brines a complimentary dinner at the Grand Pacific Hotel on Saturday, October 18, and presented him with a solid gold full-jeweled Elgin watch and guard, as an appreciation of the esteem in which they held him.

Not only do the members of the Ben Franklin Club regret his leaving, but the members of Chicago Chapter No. 2, Order of Pica, have expressed their regrets, as he was also secretary of that organization and has been the means of getting the boys together in such shape that they have one of the strongest organizations in the country.



HAMILTON MANUFACTURING COMPANY'S EXHIBIT AT THE TOLEDO EXPOSITION.

Leech's Report on the Philippine Office.

The mails bring us the annual report of the director of printing of the Philippine Islands, for the fiscal year ended June 30, 1913. It is by the Hon. John S. Leech, and, as might be expected, gives a great deal of attention to the educational features of the Bureau of Printing, which is, as a matter of fact, a vocational training school. At one time the entire force of the bureau was practically American, but now 464 of the 496 employees are Filipinos. Mr. Leech vigorously extols their work, both as to quality and quantity, by comparing it with the product of American printing-offices and the Canadian government's printing bureau.

Speaking of the value of a printing-office education, Mr. Leech says it is no better exemplified than in the printing-office itself, for "It is the 'man at the case' who invariably becomes the office man and the executive. This is not stated in disparagement of the other trades represented in a printing-office, but demonstrates the advantages of a vocation the pursuit of which is in itself a liberal education. The terms 'printer' and 'typesetter' are often indiscriminately used, yet they are as dissimilar in meaning as 'artist' and 'artisan.' As a man who paints a beautiful picture is an artist and a man who makes pinheads all day is an artisan, so the work of the printer is creative and that of the typesetter mechanical."

His many friends in the United States and Canada will be glad to know that Mr. Leech intends taking a vacation this year, and expects to glide quietly through old haunts and shake hands with old friends.

Justification.

When the roller was offered as a substitute for the ink-ball, the printer said: "It is an interesting innovation, and it will no doubt be a good thing for some classes of work, but it could not be used for our class of work."

When the Hempel quoin was offered as a substitute for the time-honored wooden plug, the printer said it might be all right for some forms but it would not hold big ones, etc.

When we used to set bourgeois for arithmetics and algebras, and other mathematical works, carefully building up the superior and inferior fractions and odd-sized mathematical signs with bits of lead and cardboard, we struggled cheerfully and uncomplainingly, and what a struggle there was, dear brothers, to make a go of the point system.

Now there is offered an advance of no small moment — in the line of justification with hot metal.

The same old objection comes up. It is good for some things but is not suitable for our line of work. Our line of work demands that we shall give space to large racks and cabinets to carry furniture and quotations, etc. It takes time to put these justifiers in place and justify them, and after the job is run to take them out and place them in their respective places. And there is hardly ever enough of them for our needs. They cost about 40 cents a pound anyway.

In the hellbox lie potentialities at 7 or 8 cents a pound. Conkey's justifier brings all things justifiable to a minimum of cost.

Why should I pay the price asked for a justifier when justification with hot metal has been used many times in the past? I can rig up a square on the stone and justify my stuff with hot metal if I want to, can't I?

Surely you can, if you want to take the time to do it. But the time you take in rigging up something for hot justification might be just as well employed in justifying in the way you are seeking to avoid. The machine for hot metal justification insures rapidity in make-up. The gages are set accurately and absolutely. The hot metal fills the spaces in every crevice and angle. Its utility is limited only by the ingenuity of the operator.

The first year it costs approximately $2 a day to pay for it, and it saves time, money and worry right along. There is ample proof and ample opportunity to test the truth of this. We refer you to the advertising pages where Conkey's justifier is illustrated.

Remember that the longer you delay investigation the more you are losing. The Conkey justifier is the warmest proposition that has been offered to the printing trade in years.

BOOK REVIEW.

"Practical Typography."

In "Practical Typography," the author, Mr. George E. McClellan, has prepared a series of exercises explaining and illustrating the methods used in correct composition. Commencing with the learning of the case, the student is carried through the various steps of spacing, type arrangement, etc. The book is intended not only for printers and apprentices, but for instructors in printing classes, and is arranged in loose-leaf form so that the various exercises may be removed for use. It is published by The Manual Arts Press, Peoria, Illinois, at $1.50, and may be ordered through THE INLAND PRINTER.

"Letters that Make Good."

The title chosen for one of the most ambitious and beautifully executed compendiums of business-letter writing is expressive of its character. Of course that is what the title is for. But it is not English. It is American. If a living language modifies and changes to suit the needs of the people, and we know that many English words have reversed their meanings by that process, who shall say that the locution "letters that make good," is bad English, when it is presented on the title-page of a sumptuous volume, with the portraits of authors and business authorities, advertising men, etc., set forth in all the glory of fine half-tone etchings on heavy, coated stock? If such authorities in the business of buying and selling and advertising and bartering say "Letters That Make Good" is good English, it *is* good English even if it ain't. But why is it that business literature must resort to violations of accepted usage in order to gain force and expressiveness? We suspect that it is because the stores of English diction are not known, the beauty of the structure of good English not understood, and the power of its simplicity and directness underestimated.

"Letters That Make Good" is a ready-reference book of letter-forms, selected from a great variety of sources. It is beautifully printed, the letters being faithful reproductions of the typewritten originals, and the letter-heads admirable and suggestive specimens of typography.

A distinguished corps of successful business men give the weight of their success to unqualified approval of the compilation, for it is a compilation of letters which have achieved success — in sales and dollars.

We make this review from the handsome prospectus of the book, solely for the information of our readers, any of whom will doubtless receive one of these prospectuses and other particulars on application to the publishers, the American Business Book Company, Boston, Massachusetts. The price of "Letters That Make Good" is $5, postpaid.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

VOL. 52. NOVEMBER, 1913. No. 2

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50, payable always in advance. Sample copies, 30 Cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions. — To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES.

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, ETC., OF THE INLAND PRINTER, CHICAGO, ILL.

Published in compliance with Act of Congress, August 24, 1912.

Ed tor — ALBERT H. McQUILKIN, La Grange, Illinois.
Managing Editor — ALBERT H. McQUILKIN, La Grange, Illinois.
Business Manager — W. B. PRESCOTT, Chicago, Illinois.
Publisher — THE INLAND PRINTER COMPANY, Inc., 632 Sherman st., Chicago.
Owners — ESTATE OF HENRY O. SHEPARD, DECEASED, 632 Sherman st., Chicago.
No bonds or mortgages outstanding.
(Signed) W. B. PRESCOTT, Business Manager.
Sworn to and subscribed before me this 27th day of September, 1913.
[SEAL] HARRY H. FLINN,
Notary Public.
My commission expires February, 1916.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING — A limited edition of 200 numbered copies of Gray's "Elegy Written in a Country Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trezise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

BUSINESS OPPORTUNITIES.

FOR SALE at a bargain, small job-printing plant in the best town in West Virginia; well-established, paying business, complete equipment; buyer can make good money; reason for selling, one of the partners owning plant failed in another line of business, and plant has to be disposed of in order to get his share in money to satisfy his creditors. Apply to ALBERT L. LOHM, Attorney, Clarksburg, West Virginia.

FOR SALE — Good newspaper and job office in central Saskatchewan town; plant in first-class condition, practically new; will sell building, lot and plant complete for $5,000; terms, one-third cash, balance two years, with interest; good advertising patronage. For further particulars, write MILLER & RICHARD, 123 Princess st., Winnipeg, Man.

JOB-PRINTING PLANT FOR SALE, in good manufacturing town not far from Chicago; 2 fine cylinder presses, 2 jobbers, folder, power cutter, and bindery; lots of type, also linotype composition; will sell all or part interest on easy terms; owner wishes to devote entire time to daily newspaper. M 507.

FOR SALE — Neat, well-selected commercial job-office in city of 12,000 on Florida east coast, catering to office and society stationery, executing high-grade work; nicely located; cheap rent; electric power; fine chance for compositor and pressman to form partnership; no debts; everything clear; other interests demand attention. M 444.

GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

FOR SALE — 32-inch Hickok, and 36-inch paper-ruling machines, in good condition, with strikers attached; price, $110 each; f.o.b. Lockport. Particulars, A. J. LAUX & CO., Lockport, N. Y.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues

QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.50.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues

VISE GRIP

FOR SALE — One 10 by 15 inch and 8 by 12 inch Chandler & Price job presses; one Roth steel-die embossing press; one 18-inch Fuchs & Lang pebbling machine; one 14 by 18 inch Fuchs & Lang bronzing machine; one No. 00, 4-roller, 2-revolution Miehle, 39 by 55 inch bed; one No. 00000, 4-roller, 2-revolution Miehle, 42 by 64 inch bed; one Latham automatic numbering machine; one style 7 No. 11 Singer sewing machine on 42-inch by 6-foot 6-inch table; one 30-inch wide Burton's rotary Peerless perforator; one 44 by 44 inch Holyoke paper cutter; one 21 by 29 inch — 40 by 60 inch Brown folding machine; one No. 4 New Jersey wire-stitching machine with flat table; one No. 2 New Jersey wire-stitching machine with saddle table; one 28-inch wide power multiple Rosback punching machine; one 38 by 38 inch Seybold Twentieth Century cutter; one 3 by 6 inch to 12 by 18 inch Seybold Duplex paper cutter; one 24 by 44 inch Fuchs & Lang cylinder bronzing machine: all these machines are in first-class condition. GREELEY PRINTERY, St. Louis, Mo.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

REBUILT, absolute guarantee — Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 23 by 30, front fly, cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper cutters, 23 to 48 inch; wire-stitching, perforating, slitting, scoring, bronzing, punching machines; send for illustrated list. RICHARD PRESTON, 167 E. Oliver, Boston.

REBUILT — Guaranteed satisfactory to purchaser — Huber four-roller, 46 by 66 bed, $1,100; 37 by 52 bed, $1,000; Campbell job and book presses, 41 by 60 bed, $700; 37 by 52 bed, $650; 34 by 50 bed, $500; f.o.b. New York. C. FRANK BOUGHTON, SUCCESSOR TO VAN ALLENS & BOUGHTON, 17-23 Rose st., New York city.

FOR SALE — SEYBOLD FOLDING MACHINE, 33 by 44; will fold any regular right angle, 12, 16, 24 or 32 pages, from sheet 28 by 42 inches down; *make us an offer;* in good working order. SEEMAN & PETERS, Saginaw, Mich.

FOR SALE — 12 by 18 Prouty press; 11 by 16 Peerless press; 4 by 6 Victor steel die embossing press; one 30-inch punching machine; two 18-inch punching machines. H. HAMMAR MFG. CO., 17 S. Market st., Chicago.

FOR SALE — Latham punching machine in good condition, with ten dies; cost new 4 years ago, $300; selling price, $125, f.o.b. Racine, Wis. Write THE JOURNAL PRINTING CO.

FOR SALE — BOSTON STITCHER, No. 3, stitches from two sheets to ⅝ inch, first-class condition, at an attractive price. F. P. HOLLAR & SON, Sioux City, Iowa.

FOR SALE, CHEAP — One 32 by 48 inch Emmerich & Vonderlehr bronzing machine, also a 36 by 48 inch Fuchs & Lang Century bronzing machine. M 518.

FOR SALE — Nearly new 10 by 15 Colt's Armory press, nothing broken, chases, friction drive, $135 f.o.b. P. O. BOX 465, Pawhuska, Okla.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. McALPINE PUB. CO., Halifax, N. S., Canada.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPE-WRITER COMPANY (est. 1908), Berkeley, Cal.

FOR SALE — 3 Williams web feeders for platen printing presses; were never in use and can be bought cheap. DIETZ MACHINE WORKS, 126 W. Fontaine st., Philadelphia, Pa.

LINOTYPE MODEL 3; excellent condition, with one extra magazine, two sets of matrices, liners and ejector blades. EDDY-PRESS CORPORATION, Cumberland, Md.

FOR SALE — Two Model 2 Canadian linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

FOR SALE — Latest model Autopress, practically new; lack of work cause for selling. STUEBE BINDING & PRINTING CO., Green Bay, Wis.

FOR SALE — Roth electric motor, with rheostat; half-horse, high-power direct current; price, $40. WILLIAM GROW, Clarksburg, W. Va.

BABCOCK PRESS, No. 43 Optimus, 3-roller, bed 28 by 41, matter 23 by 37, direct electrically driven, 3 years old; liberal terms. M 517.

LINOTYPES — 2 Model No. 1, good condition; each equipped with two sets of German matrices. THE ABENDPOST CO., Chicago, Ill.

FOR SALE — Pair of 9¾-inch diameter calender rolls, 30 inches between journals. S. BARBER, 2812 Wabash av., Chicago.

LINOTYPE — Model No. 2, with 16 sets of matrices. THE CARGILL COMPANY, Grand Rapids, Mich.

LINOTYPE — Model 1, with one magazine and one font of matrices. THE J. B. SAVAGE CO., Cleveland, Ohio.

LINOTYPE — 4 Model No. 3, with 22 fonts of matrices. THOS. P. HENRY LINOTYPING CO., Detroit, Mich.

LINOTYPE — Model 8, with three fonts of matrices; in use only one year. LANCASTER INTELLIGENCER, Lancaster, Pa.

LINOTYPE — Model 5, with 5 magazines, 7 sets matrices; good supply of sorts, liners and blades. H. W. KINGSTON CO., St. Paul, Minn.

FOR SALE — One Canadian linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

FOR SALE CHEAP — All-size Scott rotary press in good condition. GREELEY PRINTERY, St. Louis, Mo.

LINOTYPE FOR SALE — Canadian Model 1. J. J. HARPELL, Board of Trade bldg., Montreal, Quebec.

LINOTYPE — Model 5, with one set of matrices. L'ACTION SOCIALE, Quebec, Que., Canada.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable: the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-pare instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.: also all agencies Mergenthaler Linotype Company. Price, $5.

HELP WANTED.

Compositors.

JOB PRINTER — Must be first-class, having good taste and fair speed; office in Cincinnati; will pay good salary. M 263.

WANTED — First-class English-German job compositor; steady job. M 504.

Engravers.

PHOTOENGRAVERS, wood engravers, artists, who want open-shop positions in best shops in country, write to EMPLOYING PHOTO-ENGRAVERS ASSOCIATION, 1202 Citizens bldg., Cleveland, Ohio.

Foremen.

WANTED — Foreman in printing-house in Philadelphia; applicant must be man of good experience and ability, with sufficient basic knowledge of his work to maintain high standard and efficiency in department; must understand how to meet and handle men of various grades and be a good mixer; the equipment consists of 25 Gordon presses, 7 cylinder and other presses; a man capable of developing highest efficiency from this machinery and who has the capacity and capability of keeping up with the requirements of the department, will be offered permanent employment and advancement; state what salary expected; all communications will be regarded as strictly confidential. Address GENERAL REPORTING COMPANY, 119 S. Fourth st., Philadelphia, Pa.

WORKING FOREMAN WANTED in printing department of small country daily; must be fast workman, with some style; good position, with chance for advancement. M 508.

OSWEGO
Exclusively
Cutting Machines
OSWEGO, N. Y.
Write

Salesmen.

TRAVELING SALESMAN WANTED — A large manufacturing concern in the Middle States is considering the advisability of adding "METAL PRINTERS' FURNITURE EQUIPMENT" to its present line of products; with that object in view we desire to get in touch with a first-class man who thoroughly understands and can go out and sell "METAL PRINTERS' FURNITURE EQUIPMENT"; all answers will be considered strictly confidential and should state present connections, salary, age and salary expectations for making a change. M 513.

WANTED — Printing-ink salesman with experience and a good trade in Missouri, Arkansas, northern Texas, Oklahoma, Kansas and Nebraska; if applicant can not *prove* that he can sell printing ink he need not apply. M 501.

WANTED SALESMAN — A good job-printing salesman; one who can figure on all classes of work; must be reliable; good position for the right man. Apply to THE ALVORD & PETERS CO., Sandusky, Ohio.

Superintendents.

WANTED — Experienced man for superintendent and foreman composing-room; high-class commercial and book work; union; sobriety required; permanent position; southern city, 50,000. M 520.

LINOTYPE LOCATION WANTED.

TWO FIRST-CLASS, LIVE MACHINIST-OPERATORS WILL INSTALL LINOTYPE IN ANY OFFICE GUARANTEEING 500,000 EMS PER WEEK OR OVER, OR WOULD CONTRACT WITH PRINTERS TO DELIVER THE ABOVE AMOUNT. M 519.

MISCELLANEOUS.

"O. K." renders dried inks usable; few drops improves any color; troubles cease; inexpensive; trial solicited; 25 cents bottle, postpaid. C. WHITE, 495 Washington, Albany, N. Y.

SITUATIONS WANTED.

Bookbinders.

POSITION AS FOREMAN OF BINDERY or superintendent of all departments; thorough knowledge of loose-leaf and all classes of general printing, bookbinding and stationery; prefer California or British Columbia. M 495.

THOROUGHLY EXPERIENCED BOOKBINDER, with a wide knowledge of loose-leaf system, and capable of taking charge of bindery, desires position in some California town. ALBERT STABLER, North Lonsdale P. O., North Vancouver, B. C.

SITUATION WANTED — Bindery foreman; practical bookbinder; acquainted with all kinds of work; pamphlets, ruling, blank books, leather and cloth work. M 516.

BINDERY FOREMAN, practical man, competent in all branches, A-1 executive, strictly reliable, wants position with larger printing house. M 165.

SITUATION WANTED by all-around bookbinder wishing a change; capable of taking charge. M 515.

Compositors.

COMPOSITOR — Straight, job, tabular, etc., wishes steady employment anywhere, with reliable firm only; references exchanged. Address EDWARD W. LLOYD, care Germania Hotel, 81 Bowery st., Suite 86, New York, N. Y.

Cutters.

CUTTER, with 2 years' experience in general jobwork, desires position in printed book shop. ARTHUR CONN, 1104 Washington st., Williamsport, Pa.

Foremen.

FOREMAN — Young man, 27, with thirteen years' experience on the best class of work, such as catalogues, jobwork, ads., newspaper work, make-up, etc.; one who knows all the details of the composing-room; a position in a union shop in the country or small town in New England preferred. M 509.

SITUATION WANTED BY PRACTICAL PRINTER, 20 years' experience as foreman, superintendent and manager of job and newspaper plants; careful estimator and uses cost system; now employed, but would like position in or near San Francisco. M 497.

PRACTICAL FOREMAN desires position as desk foreman with first-class concern; twelve years' experience in high-grade work; strictly reliable, with good organizing abilities. M 465.

WANTED — Position by first-class, experienced composing-room foreman, familiar with the production of first-class work; 35 years old; sober and reliable; Middle West preferred. M 460.

PRINTER — Young man, 28, as working foreman, who thoroughly understands everything in printing, wants position in job or private shop; well experienced in office, composition, stock, presses; reliable. M 167.

WANTED — Position as foreman of printing plant; thorough knowledge of the business, shop and office experience; non-union; references. M 477.

Miscellaneous.

AD. WRITER, machinist-operator, printer, experience reporting and editing, wants place with future; would invest. EVERETT MOORE, Bowling Green, Mo.

Machinists and Operators.

MONOTYPE OPERATOR, expert on tabular and intricate work, especially tariff, desires to make change; age 40; married; union; will not consider "slop" job nor small fry, but willing to correspond with a concern that wants a man who knows how to handle a piece of copy from the rough to the press; was considered first-class hand man and can do anything on a machine that's required or necessary. M 502.

LINO. OPERATOR, in other business for several years, wants to get back in machine-composition business; would join experienced, sober operator in installing machines in good location or would buy interest in paying plant. M 512.

Newspaper Men.

POSITION WANTED in editorial department by former managing editor. Address C. R. REID, 414 S. Fountain, Springfield, Ohio.

Photographers.

SITUATION WANTED by a commercial photographer to take full charge of a commercial studio; can do everything in the line of commercial photographing; have 20 years' experience. M 442.

Pressmen.

NEWSPAPER PRESSMAN of 6 years' experience on web presses and who can operate Duplex flatbed or Goss stereotype presses desires position in either Ohio or western Pennsylvania. SAMUEL O. BORROR, General Delivery, Pittsburgh, Pa.

SITUATION WANTED by progressive cylinder pressman with 12 years' experience; 3 years' experience as foreman of medium-sized pressrooms; union; married. M 514.

CYLINDER AND PLATEN PRESSMAN — color and half-tone — desires position in Southwest or Southeast; can take charge; union; references. M 510.

EXPERIENCED POWER PRESSMAN and plate printer wishes to hear from a reliable concern who can offer a steady position; references furnished. M 506.

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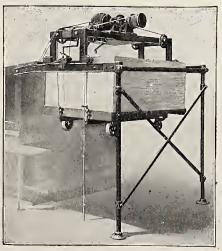
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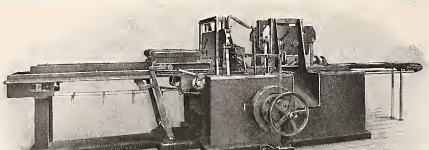
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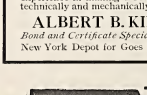
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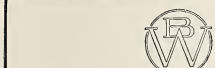
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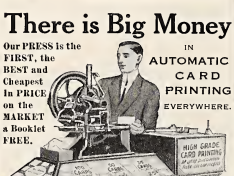
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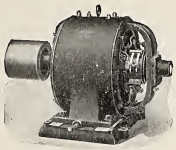
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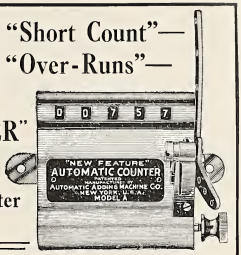
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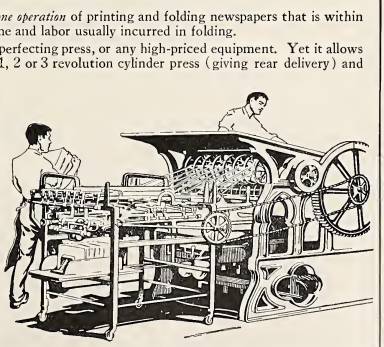
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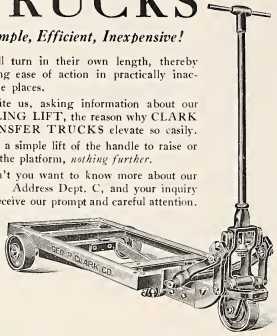
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Don't you want to know more about our truck? Address Dept. C, and your inquiry will receive our prompt and careful attention.



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The Best and Largest German Trade Journal for the Printing Trades on the European Continent

Deutscher Buch- und Steindrucker

MONTHLY PUBLICATION

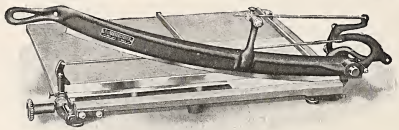
Devoted to the interests of Printers, Lithographers and kindred trades, with many artistic supplements. Manufacturers and dealers in Printers' Supplies who wish to introduce or extend their business on the European Continent will find this publication a good medium for advertising. ¶ Yearly subscription for foreign countries, $3.75—post free. Sample copy, 25 cts.

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ERNST MORGENSTERN

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The Manufacturers

This Big Fellow—

of the Bradley line—sturdy and reliable—trims a sheet of tissue or the heaviest card easily and accurately. It is big enough and strong enough to help out materially when the power cutter is loaded up or waiting repairs; and is of daily use for cutting small orders of cards, trimming proof sheets, etc. Made with adjustable gauge, automatic binder, and best of material throughout.

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Milton Bradley Company - Springfield, Massachusetts

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10% a Month Is a Mighty Big Dividend for a Motor to Pay—But the KIMBLE Does It

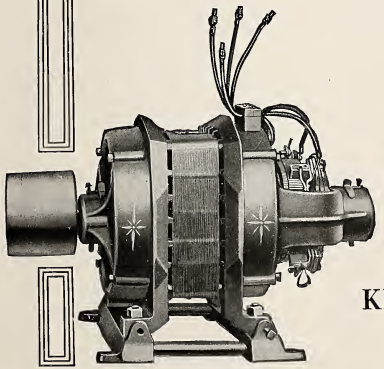
As compared with any other type of alternating current motor you could install, the Kimble Motor, built specially for operating presses, will save you an average of 10% of its cost each month. It is cheaper in its ultimate economy than any other form of power for your work.

KIMBLE Cylinder Press MOTORS

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The Kimble utilizes electricity as it should be utilized in the printing-room. It reduces operating cost in direct proportion to every reduction in speed. It will operate a press *smoothly* at as low as ¼ maximum speed — and do it at ¼ the cost of operating the press at maximum.

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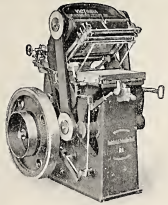
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THE sale of linecasting machines was never so great as it is to-day. The original company is selling more machines than ever before. The new companies report up-to-capacity business.

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All this means an increased demand for operators, and, all around, those craftsmen are enjoying the boom.

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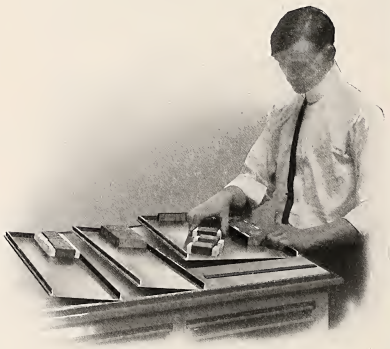
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Justification

with leads and slugs, no matter how much time your compositor spent?

Can You Afford to Continue the Old Way?

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Chicago Demonstration and Sales Offices, Marquette Building

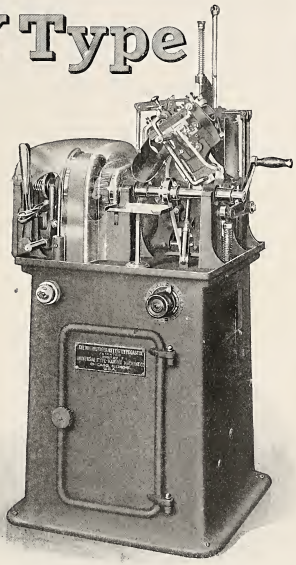
FOR SALE BY ALL DEALERS IN PRINTERS' SUPPLIES

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When You Can Make It Yourself With

The Universal Type-Maker

(Nuernberger-Rettig)



at half the foundry cost—all items of production included.

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Subscribers will find this Directory a great convenience in placing orders with near-by dealers. Should any article be desired not herein advertised, The Inland Printer will be pleased to furnish special information or advise manufacturers of such requirements.

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are specified by the largest and best known printers and electrotypers

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$25 to $35 Yearly

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These plugs FREE to trade plants

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Grinders and Cutting-room Specialties

We sell to printers, lithographers and related trades and satisfy them, because of a knowledge of what is required. Our personal service makes customers satisfied. Our specialties: cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knife-grinders.

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Complete line of "COLT'S ARMORY" and "LAUREATE" Presses and parts in stock ready for immediate delivery.

We have a store that will interest up-to-date printers, embossers and paper box manufacturers. *Call and see us.*

Mashek Form Truck
A patented and convenient portable truck for handling of large forms to prevent risk of piling
Send for list of printers now using the Mashek Form Truck
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We produce every style of engraving for making catalogues and advertising attractive.
Let us tell you more about why
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Adjustable Hand Type Mold
An Emergency Sorts Caster Casts matrix from type and type from the matrix. Successfully demonstrated at The Printers Exhibition, New York City, April, 1913. Circular on Application
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Designer and Manufacturer
of special machinery for printing and producing paper products.
What do you need to increase your production and reduce your cost?
We Can Make It.

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220 E. Fourth St., Cincinnati, Ohio
Steel Engraved Letter-heads, Wedding Invitations, Calling Cards, Business Cards and Monogram Stationery
To the Trade

MICHIGAN

NEW YORK

Linotype Composition and Electrotyping
We are well equipped to speedily handle very large contracts.
The Columbus Lino-Electro Company
79 East Spring St., Columbus, Ohio

Investigate and Know Why
A thousand printers use and recognize "THE JOHNSON WAY" as scientific roller care.
Our roller racks never wear out, adjust to any size press, eliminate the fire hazard, promote efficiency and cleanliness.
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Makers of Roller Racks and Overlay Tables
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Rubber Stamps for the Trade
Catalogue on request.
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COLOR PLATE MAKERS KANSAS CITY, MO.

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Machinery and Supplies for Printers, Electrotypers, Stereotypers and Photoengravers.
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We manufacture the LITTLE GIANT PRESS
Has stood the test for years. Also Hand Stamping Presses—Supplies of all kinds for Power and Hand Stamping Presses.
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Manufacturers of all kinds of Electrotype, Stereotype and Etching Machinery.
Also
The Famous Pioneer Steam Generator (for gas or coal) for steam or wax tables.

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Designing, Engraving and Electrotyping
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A Complete Art Department at Your Service.
Correspondence solicited
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Smith-Grieves Company
716 Baltimore, Kansas City
Linotypers Typecasters Make-ups
We will set and make up all kinds of composition. Recast your old type into new faces. We will handle the job too large for your composing-room at a profit to you.



Printing and Embossing Dies
Brass, Steel, Zinc
First-class Workmanship
WM. R. YOUNG
121-123 N. Sixth St., Philadelphia, Pa.

Eight Hours or Nine Hours?

IF your plant is running fifty-four hours a week, or forty-eight hours a week, we can cut the time of figuring your pay-roll to the minimum, and greatly lessen the liability to error.

Nine-Hour-a-Day Wage Calculator

shows the amount for every quarter-hour from one-quarter hour to a full week of fifty-four hours, calculated for each quarter dollar of wages from $1.00 to $25.00 a week.

PRICE $3.00

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shows the amount for every quarter hour from one-quarter hour to a full week of forty-eight hours and up to seventy hours, calculated for each half dollar of wages from $3.00 to $25.00 a week, and every dollar to $40.00 a week.

PRICE $4.00

Either book will save its cost in figuring one pay-roll

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The Inland Printer Co.

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The Paper You Have Wanted Every Day in Business

Foldwell makes your work worth the price you charge. Cracked paper, uneven foldings and saw-tooth edges do not represent your work or your customers' product.

Send for the Foldwell Giant Appeal

It proves that Foldwell will not crack and that the printing qualities are unsurpassed.

All standard sizes and weights—three sizes in light and heavy covers.

CHICAGO PAPER CO.

Fifth Avenue and Polk Street - Chicago, Ill.



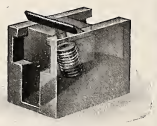
Patented July, 1912
The Upright System

—Speaking about economy, did you ever stop to think *how much saving* you could realize by the use of

Uprightgrain Sectional Bases?

—Then, again, how about the great time-saving to be enjoyed by the installation of the

Hoge Hook System?



Patented April, 1911
Hoge Hook

Write for special introductory prices

Uprightgrain Printing Base Co.

709-711 South Dearborn Street
Chicago, Ill.



Be a Manufacturer of Advertising Specialties

$150 WILL START YOU





With our machinery and supplies you can produce the leading celluloid specialties.



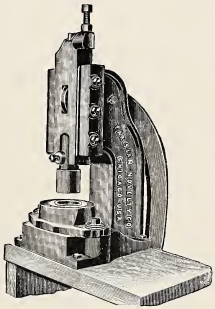


The benefits of our years of experience go with each outfit.

Any printer can do this work.



The Parisian Foot Power Button Machine



Can Be Operated By Any 16 Year Old Boy or Girl











Every business is a possible customer for novelties made on our machines, such as Buttons, Pocket Mirrors (round, oval or square), Paper Clips, Watch Fobs, Tape Measures, Match Boxes, Paper Weights, Hand Mirrors, Baseball Novelties, Badges, Whistles, Daters, Pincushions, etc., etc.



Write us now





Parisian Novelty Co.

CHICAGO

Makers of Machinery and Supplies for the Production of Celluloid Advertising Specialties





Outside Training Is Now a Necessity in Learning a Trade



CONDITIONS have made obsolete the old notion that the only place to learn a trade is in the workshop. The dilettante theory that a trade can be satisfactorily learned outside a shop is also conceded to be a fallacy.

The modern and proved method is that shop experience should be supplemented by outside studies which treat of principles and theories which can not be exploited in the rush of short-hour workdays.

THE I. T. U. COURSE

not only provides the cultural education, but the lessons are so arranged that the principles taught are applied to every-day work and the result examined and criticized by the instruction department. Though preferable, type is not necessary; pen and pencil sketches will do.

Our letters of advice and criticism to each student of the Course run from fifteen to twenty thousand words, according to the needs of the student.

This Course gives compositors an opportunity to acquire a working knowledge of display typography, in which comparatively few boys receive satisfactory training in the office.

The instruction is given by The Inland Printer staff, and the Course is endowed by the International Typographical Union, so the fee is as nearly as possible the cost of tuition.

Terms—$23 cash, and $25 if taken on the instalment plan of $2 down and $1 a week till paid. The Typographical Union gives a rebate or prize of at least $5 to each student who finishes the Course.

Further particulars cheerfully given on receipt of a postal card inquiry

THE I. T. U. COMMISSION

632 South Sherman Street,
Chicago, Ill.

An Exposition of Printed and Lithographed Productions

BY HARRY A. COCHRANE

IT is agreed that the year 1913 saw in New York the greatest printing machinery exposition ever held on the Western World. There were many doubters when the idea was first proposed, especially when it was noted that it was scaled on such comprehensive lines. Already sufficient contracts have been signed to make certain that the 1914 exposition will be greater in every way than that of 1913.

It has been my aim and ambition from the time I took up the matter of advertising the great printing industry and its products to this country to develop something more than a printing machinery exposition. I want in addition a printing exposition—one which will show materials, processes and the latest in the completed product—an exposition to which the *buyers* of printing and lithographing will come each year, as well as the printers and publishers of the country.

The scope of the 1914 Exposition will therefore be greatly extended. The exhibition of printing will be complete and the showings will be displayed by printers and lithographers located in all sections of the country. At a cost which only covers my expense, provision has been made for printers and lithographers to show their product.

Awards of merit will be granted to those printing and lithographing establishments whose entries secure the favorable decision of a competent Jury of Awards. This Jury has been selected with great care and the members of it carry weight in the trade.

In this day of advertising these certificates of merit should be of immense value to the winners. The opportunity to attract *new customers* through the display of a house's printing is also apparent.

BESIDES THE SHOWING OF PRINTING AND LITHOGRAPHY, THERE WILL BE A LARGE SHOWING BY PAPER MANUFACTURERS AND DISTRIBUTORS OF THEIR LINES.

THE ADVERTISING CLUBS AND AGENCIES WILL ALSO BE INVITED TO PARTICIPATE IN THIS COMING AFFAIR.

Printers and lithographers and paper manufacturers and distributors are now reserving spaces, the plan meeting with universal approval.

Information as to sizes of spaces, location and the cost can be secured by writing to the National Printing, Lithographing, Paper Advertising and Allied Trades Exposition, Fifth Avenue Building (Broadway and 23d Street), New York City. Harry A. Cochrane, President. Telephone Gramercy 724.

Printing · Advertising · Engraving · Electrotyping · Stereotyping · Publishing · Novelty Advertising · Machine Composition · Lithographing · Paper · Bookbinding

A Body of Executives—

proprietors, managers, superintendents—controlling the purchases of eighty per cent of the printing and publishing plants of Canada, who will spend two and one-quarter millions within the next year on *American-made* type and printing machinery *alone.*

Let them know the value of *your* product through their home trade paper—PRINTER & PUBLISHER.

The rates for advertising space are probably more moderate than you imagine. Send for rate card to-day.

Printer & Publisher

143 University Avenue

Toronto

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Music

You have probably heard of most if not all of these papers, but have you ever printed on any of them? If not, you owe it to yourself to learn what the advantages are. The products of S. D. Warren & Co. are known throughout the bookpaper world for their intrinsic merit. They save time and expense in the press room because they are made to meet the average conditions in the average plant and they are ***printworthy*** if ever paper was.

Do yourself the favor of getting our samples and prices. Let us demonstrate that you will increase your profits and make stanch friends by using "Butler Brands."

DISTRIBUTORS OF "BUTLER BRANDS"

STANDARD PAPER CO.	Milwaukee, Wisconsin
MISSOURI-INTERSTATE PAPER CO.	Kansas City, Missouri
SOUTHWESTERN PAPER CO.	Dallas, Texas
SOUTHWESTERN PAPER CO.	Houston, Texas
PACIFIC COAST PAPER CO.	San Francisco, California
MISSISSIPPI VALLEY PAPER CO.	St. Louis, Missouri
SIERRA PAPER CO.	Los Angeles, California
COMMERCIAL PAPER CO.	New York City
CENTRAL MICHIGAN PAPER CO.	Grand Rapids, Michigan
MUTUAL PAPER CO.	Seattle, Washington
AMERICAN TYPE FOUNDERS CO.	Vancouver, B. C.
AMERICAN TYPE FOUNDERS CO.	Spokane, Washington
NATIONAL PAPER & TYPE CO. (Export Only)	New York City
NATIONAL PAPER & TYPE CO.	City of Mexico, Mexico
NATIONAL PAPER & TYPE CO.	City of Monterey, Mexico
NATIONAL PAPER & TYPE CO.	Havana, Cuba

J·W·BUTLER PAPER CO.
CHICAGO
BUTLER-BRANDS PAPER THE BEST
ESTABLISHED 1844

Use Your Buying Power

DON'T purchase bonds and writings in small lots through your jobber. That places you on the same level with your small, irresponsible competitors. Use your buying power. Get the prices and the service to which you are entitled. Buy in case lots, but buy bonds and writings sold *only* in case lots. Then you get real value.

You can save money by purchasing bonds and writings on our economical plan. We ship only in case lots of 500 lbs. or more at a time. This saves the jobber's profit and handling expense. Case lots, remember—but any case may be assorted as desired from the numerous grades, sizes, weights, colors and finishes of our entire line. Immediate shipments from large warehouse stocks.

Many of our grades are made on machines which run only the one grade, from one year's end to the other, with crews that don't know any other grade. This assures wonderful uniformity and utmost economy in manufacture.

WRITE for our new, complete sample-book and let us put you on the mailing list for our famous house organ, Wroe's Writings. Take advantage of your buying power. Investigate the service and prices to which your buying power entitles you.

W. E. Wroe & Co.

Sales Office, 1012 So. Michigan Avenue,

CHICAGO

We carry a wide variety of grades in an unusual number of colors, sizes and weights. Prices from 6 to 20 cents. Immediate shipment from warehouse stocks.

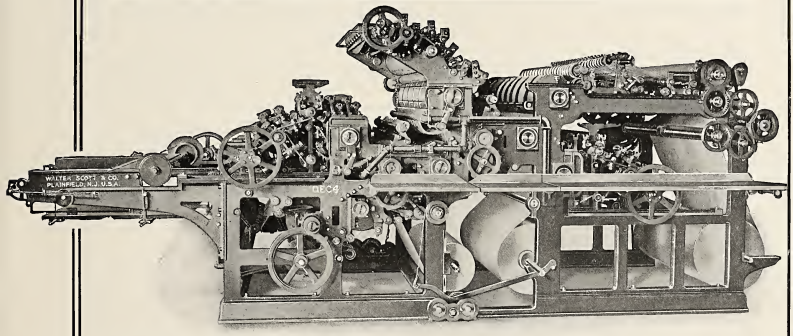
CONSTRUCTION



BOND

The highest-class printers, lithographers and engravers in the 180 principal cities in the United States and Canada are now buying from us and enthusiastically pushing our nationally advertised brand, Construction Bond, 13 cents a pound. We are seeking other high-class accounts on this grade in cities where it is not represented.

THE SCOTT All-Size Rotary Press IS A MONEY-MAKER



A NEW YORK PRINTER

evidently has not scanned the advertisements of Walter Scott & Company in the trade papers, as a short time ago he was very much surprised to learn that there was such a machine as a

SCOTT ALL-SIZE ROTARY WEB PRESS

and also surprised to know that there was a machine on the market that cut off any length of sheet and printed same on one or both sides at a speed up to six thousand per hour, delivering the product flat on an automatically lowering delivery table, ready for the paper cutter or folding machine.

YET IT IS A FACT

that in New York City there is a Scott All-Size Rotary Web Press in operation that ran for three years, twenty-four hours a day, the only time it stopped being to change the plates or wash up the machine, and the proprietor of the machine states that it is one of the best money-makers now in his establishment.

IT IS POSSIBLE THAT YOU

are not thoroughly familiar with the Scott All-Size Rotary Web Press, and what it does, and we will briefly state to you that this machine cuts off ninety different lengths of sheets from 20 to 46 inches, and any width of paper can be used on the machine up to 70 inches. The speed of this machine varies according to the class of work, but you can do as good work on this machine as can be printed on any rotary press under the same conditions, as to paper, ink and pressman. It is also built to print an extra color on one or both sides of the sheet, if desired.

WILL IT NOT PAY YOU to investigate the merits of this machine? Install one, seek long runs of presswork, and you will become prosperous. Send for our descriptive catalogue. Send for our salesman; he will be pleased to confer with you.

WHY NOT INSTALL ONE NOW?

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY

NEW YORK, 1 Madison Avenue **CHICAGO, Monadnock Block**

HAMILTON COMPOSING-ROOM FURNITURE

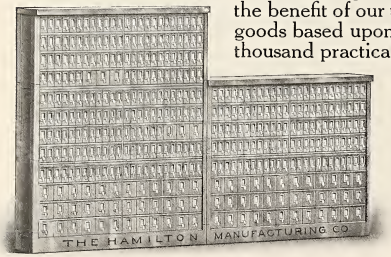
IN ALL STEEL OR WOOD CONSTRUCTION

Every printer knows that material is cheaper than labor. With material there is only the first cost involved; the labor cost is continuous. The successful printer is the one that not only knows this but is ready to put his knowledge to practical use.

We continually strive to reduce the cost of manufacture in our own plant and to design and produce furniture for printers that will reduce costs of printing through improved efficiency and a saving in floor space.

When the printer buys Hamilton furniture he gets the benefit of our thirty years' experience and a line of goods based upon the requirements of more than fifty thousand practical working printers. These goods are made of wood or pressed steel construction, whichever customer prefers.

Many of these improved efficiency articles of furniture for the editorial, composing and press room departments are being shown in our advertisements. Watch this space for more money-making ideas.



Hamilton Steel Unit Sort Cabinet No. 461

This Cabinet provides a means for storing sorts in a convenient and systematic way. Additional units can be added from time to time as required. It is a durable, sanitary Cabinet occupying little space. It can be placed against a wall or arranged double-faced on the floor, with units placed back to back. The removable unit drawers are in two sizes, holding approximately 2 lbs. 10 oz. and 6 lbs. 3 oz. of type. Each fitted with a label-holder pull. Send for complete descriptive circular and ask the supply man for information.

This sectional Sort Cabinet can be supplied in wood on order.

RECENT INSTALLATIONS

Examiner, Los Angeles.— Steel composing-room outfit; four carloads. Sold through the American Type Founders Co., Los Angeles branch.

The *Herald*, Calgary, Alberta, Canada.— Composing-room outfit, wood and steel construction. Sold through Miller & Richard, Winnipeg.

The *Times*, Asbury Park, N. J.— Steel composing-room outfit. Sold through the American Type Founders Co., New York city branch.

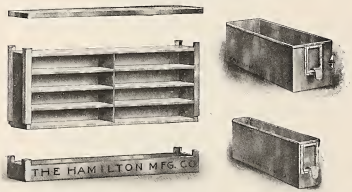
Public Ledger, Philadelphia, Pa.— Complete composing-room outfit; two carloads, wood construction. Sold through American Type Founders Co., Philadelphia branch.

Daily News, St. Paul, Minn.— Steel composing-room outfit. Sold through the C. I. Johnson Mfg. Co.

Daily News, Dayton, Ohio.— Steel composing-room outfit. Sold through American Type Founders Co., Cincinnati, Ohio.

Southam Press, Toronto, Ont., Canada.— Wood composing-room outfit. Sold through Toronto Type Foundry Co.

Send for new catalogue showing new unit system for newspaper equipments in steel construction. This handsome catalogue has just come from the press.



Sectional Parts of Unit Sort Cabinet No. 461

The above illustrations show the parts in all-steel construction. There are three cabinet units — the holding frame, cap and base, and two sort-drawer units — five parts in all, which, combined, make up the complete Cabinet as shown in the upper illustration on this page.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

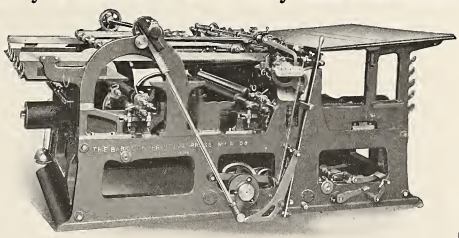
HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.

THE HEAVIEST, SIMPLEST, MOST COMPACT AND HANDSOMEST TWO REVOLUTION. COMPARE THIS ILLUSTRATION WITH THAT OF ANY OTHER.
THE BABCOCK PRINTING PRESS MANUFACTURING CO., NEW LONDON, CONNECTICUT
New York Office, 38 Park Row. John Haddon & Co., Agents, London. Miller & Richard, Canadian Agents, Toronto, Winnipeg
BARNHART BROTHERS & SPINDLER, WESTERN AGENTS, 168-172 W. MONROE ST., CHICAGO
ST. LOUIS KANSAS CITY OMAHA ST. PAUL SEATTLE DALLAS WASHINGTON, D. C.
National Paper & Type Company, 31 Burling Slip, New York, Exporters to South America, with branches in Mexico, Cuba, Peru, Argentina and Chile

Babcock's New Optimus

Latest Two-Revolution Pony a Marvel of Efficiency and Handiness



This is not the pony two-revolution you know; it is better than any you have heard of.

It is the biggest small machine offered today, and one year old—one year of all-around work in more than average pressrooms, where it has been busy.

The year's trial before marketing is always the Babcock way. We demand more than anybody from our machines.

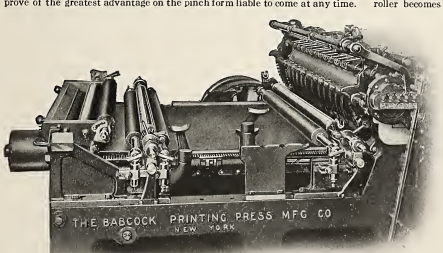
The year's test of this New Pony on all sorts of work determines that it can be sold and bought with confidence. It has proved entirely satisfactory to the users and ourselves.

Note well its size; its speed; the form it takes; the sheet it prints with half-inch margins. This sheet is standard for more work than any other. It will print the smallest form you care to give it, and deliver just as well as the largest.

We now offer the Babcock New No. 41 Optimus pony to printers with full assurance of their appreciation of its advantages. We have left nothing undone as far as our present knowledge has carried us to make this machine above criticism. It will add to our reputation as builders of exceptionally good presses.

Description of the New No. 41 Optimus Pony Two-Revolution Press

The Babcock New No. 41 Optimus is a two-roller press; bed 28x41; form 24x37; sheet 25x38; speed 2800. It is full size for its sheet, which it prints with half-inch margins. This is important; makes a small press as big as possible. Don't overlook a Babcock way that is rare in other presses, and will prove of the greatest advantage on the pinch form liable to come at any time.



Bed is strongly supported by four tracks—two long of our patented roller type, and two shorter patented wheel tracks, readily adjusted to take up wear.

There are no angle rollers. Table rollers are geared. All composition rollers are three-inch and interchangeable with each other; that is, the ductor is exactly the same as a form or table roller or rider, and either one of the latter can be used as a ductor at any time, working great economy and certainty in operation. All of this is entirely new on a two-roller pony, and is true of every Babcock press except the very smallest.

The ink feed is from fountain to steel vibrator. At this point the ductor roller becomes a distributor, and so acts half the time or until the ink, thoroughly worked between itself, the vibrator and two rollers, reaches the table well distributed. Vibrator is driven by a noiseless spiral device, the simplest for the purpose ever patented. Distribution never ceases while press is running. Fountain trips automatically when impression is tripped, a new feature in small presses. A composition rider roller is furnished for the form vibrator, increasing covering capacity. Altogether it is splendid distribution for a two-roller press.

A very notable improvement is in the delivery table supports, now formed to give ready access to fountain and table rollers, making handling and washing up easier than on any other machine.

The delivery is printed-side-up, particularly good and economical on pony work; saves time and stock; always ready for any size or thickness without adjustment. It is the only delivery handling tissue and thin papers at speed and without bother.

The bed motion is the improved Babcock ball and socket; counter-balanced shaft, and balls at rack ends. It's the best in the world.

Self-oiling boxes on all quick-moving or important journals.

Note that feeder stands on floor; no step to climb; a small big press, surprise in its capacity.

The No. 41 is furnished with complete equipment; there are no extras, unless slip-sheet board is ordered. It will be arranged for direct motor drive without cost if change is made at factory before shipping. A two-horsepower motor is needed; consumes one and a half horsepower in operation.

The New No. 41 Optimus is exceptionally strong, is fast and almost noiseless. It is perfection throughout, the latest and best small two-revolution pony machine for anything from a post card to a 25x38 sheet.

Buy "The BABY" Cylinder

(Trade-mark)

THE "TWENTIETH CENTURY" SPEED PRESS

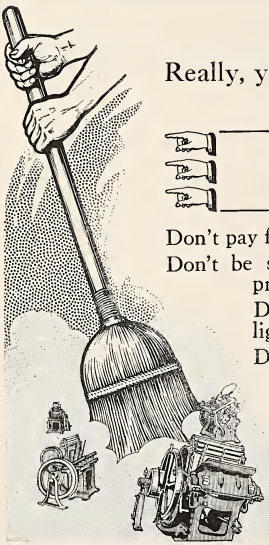
The *New* Small Cylinder Job Press, Hand-fed, that Produces up to

5,000 Impressions per hour

No limit to grades of work handled; no adjustments to master; no experience necessary to operate; any boy or girl can feed it; ideal for short runs.

It will do the work of from 2 to 5 Job Presses

Guaranteed to produce a greater daily output than any platen press with an automatic feed, or the so-called automatic platens.



The Price?

Really, you will wonder how we can do it.
Terms to suit YOU

TO THE JUNK PILE
With Your Unprofitable Platens

Don't pay four feeders when one will do.

Don't be satisfied with platen work when cylinder press quality costs less to produce.

Don't pay for unnecessary power, space, light, etc.

Don't continue antiquated platen methods—

Use "The BABY" Cylinder

It's the more profitable way

Ask us to tell you more about it. Address

The Autopress Company
95 Madison Avenue, New York


DEXTER
FOLDER COMPANY
The Dexter Standard Jobbing Folders
Dexter Re-loading Feeding Machines
THE DEXTER HAND-POWER BUNDLING PRESS
ILLUSTRATING THE CROSS CONTINUOUS SYSTEM OF AUTOMATIC FEEDING
Dexter Cutters
Kast Inserting and Wire Stitching Machine
Dexter Jobbing Book and Pamphlet Folder No. 190
DEXTER NO 290 TYPE JOBBING AND PARALLEL CATALOG FOLDER
THREE MACHINES IN ONE
35 YEARS EXPERIENCE
IN THE DEVELOPMENT OF AUTOMATIC PAPER HANDLING MACHINERY WITH THE KNOWLEDGE AND SKILL OF OUR STAFF OF EXPERT MECHANICS AND DESIGNERS IS AT YOUR SERVICE
ANY BOOKLET SENT ON REQUEST
THIS IS
OUR MESSAGE
TO THE TRADE
DEXTER FOLDER COMPANY
Folders • Pile Feeders • Cutters
Cross Continuous Feeders
Kast Inserting & Covering Machines
200 FIFTH AVENUE, NEW YORK

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

COLUMBUS
307 Mt. Vernon Avenue

The AULT & WIBORG Co.
INKS
(HIC ET UBIQUE)

WRITE FOR SAMPLES OF

Old Hampshire Bond

SEMI-BUSINESS STATIONERY



THIS new addition to the Old Hampshire Bond line is destined to be most popular with business men. We have a plan in connection with this item which should enable you to greatly increase your stationery sales, as well as locating other good business at the same time. You ought to be interested in it. If you are, and will drop us a line, we will go over it with you.

Hampshire Paper Company

We are the only Papermakers in the world
making Bond Paper exclusively

SOUTH HADLEY FALLS, MASSACHUSETTS

The Queen City Printing Ink Co.

Cincinnati { Chicago, Boston, Philadelphia } Detroit, Rochester, St. Paul } Minneapolis, Dallas, Kansas City

MADE FOR SPEED
BUT EQUALLY GOOD WHEN
SPEED IS NOT REQUIRED

A GOOD HALF-TONE INK
WHICH PERMITS OF
PRINTING, TURNING, BINDING
ALL SAME DAY

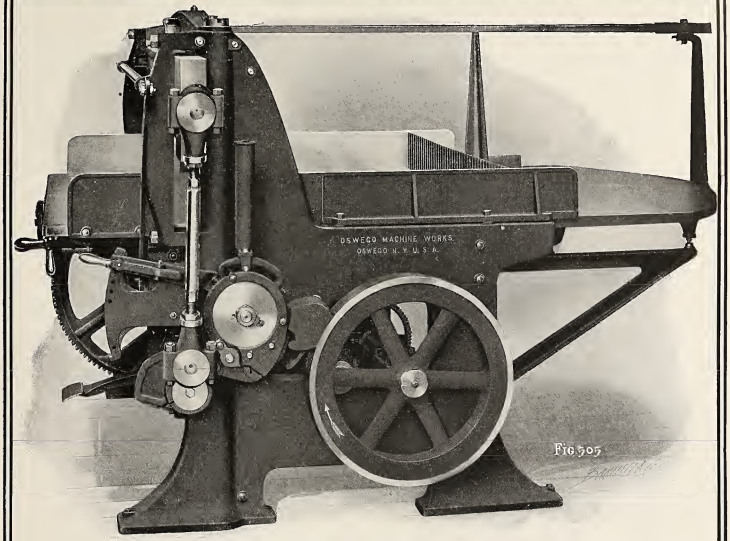


Fig 505

EASE

THE CRUX *of* OSWEGO AUTO DESIGN

EASE OF CUTTING The new double shearing knife passes its edge obliquely through the work. The automatic release of clamping pressure saves tons of lifting daily. The new long clamp dwell obviates tumbling piles.

EASE OF OPERATION Two starting levers avoid back twist to operator, and a safety solid steel bolt guards him automatically.

EASE OF CONTROL The power goes first to the clamp and second to the knife, an exclusive economic advantage of the Oswego.

A new modern plant conserves the uniform excellence of these fast new Oswego Rapid-Production cutting machines. The Oswego Autos are guaranteed to produce all work with the accuracy of the Brown and Carver Hand-Clamp cutter, except at a speed beyond the capacity of any known operator. Ninety sizes and styles from 16-inch to 84-inch are built for stock, and specials to order.

OSWEGO MACHINE WORKS

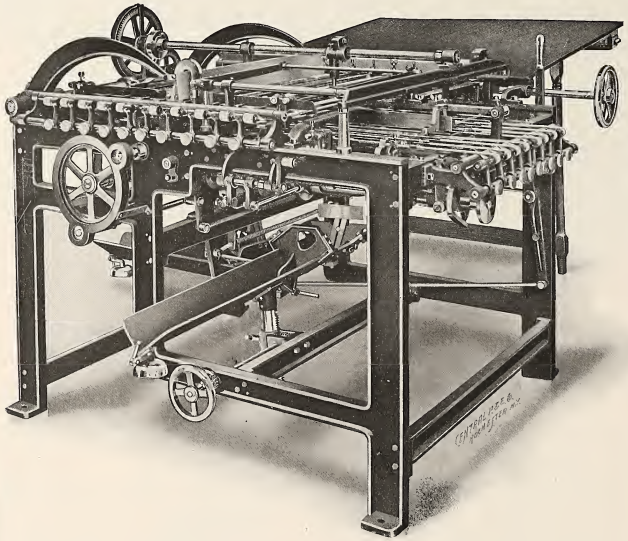
NIEL GRAY, Jr., Proprietor

OSWEGO, NEW YORK, U. S. A.

The only factory in the world which specializes exclusively on the manufacture of cutting machines.

No. 133
Book and Catalog Folder

Write for Details



MADE BY

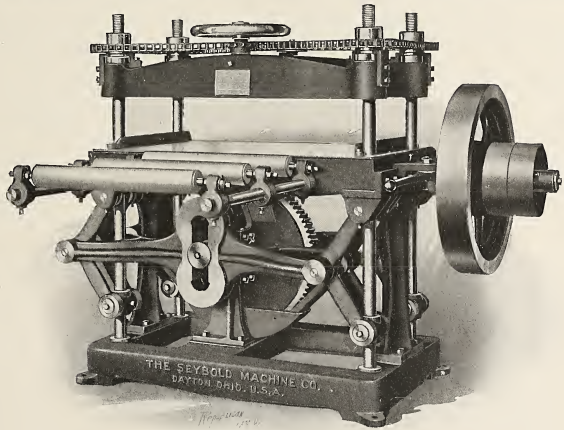
Brown Folding Machine Company

Erie, Pa.

NEW YORK, 38 Park Row
ATLANTA, GA., J. H. Schroeter & Bro.

CHICAGO, 343 South Dearborn St.
DALLAS, TEXAS, 1102 Commerce St.

The Seybold Die Press



A *simple*, *compact*, *substantial* and *easy operating* machine, capable of immense production.

The platen is brought down synchronously at all four corners, obviating wear and kip in the bearings, insuring uniform pressure throughout, and consequently producing accurate work.

LET US SEND FULL PARTICULARS

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 70 Duane Street; Chicago, 112-114 W. Harrison St., New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 658 Mission St., San Francisco, Cal. The Barnhart Type Foundry Co., 258 Commerce St., Dallas, Tex.

HUMANA

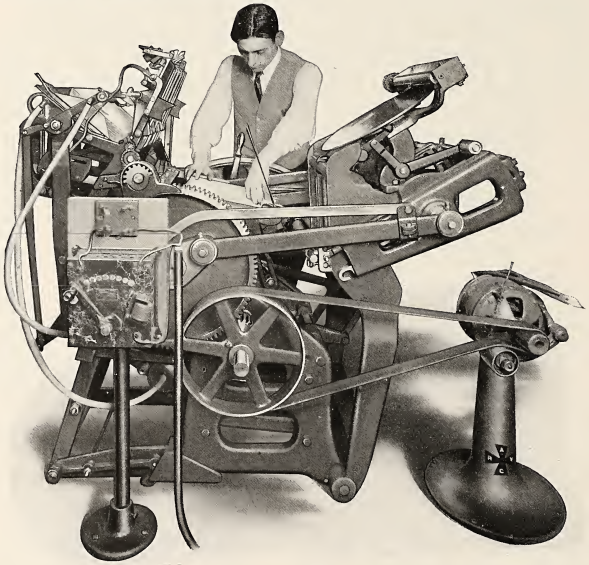
(THE GUARANTEED AUTOMATIC FEED FOR PLATEN PRESSES)

The "HUMANA" is the only automatic machine or press that will feed to a hair-line register the full range of commercial printing, including paper and cardboard (all weights and surfaces), envelopes (made up and blanks), tags, blotters, box cartoons, pamphlets, index cards, etc., with a minimum spoilage.

Two "HUMANAS" attached to job presses will produce more work at a less operative cost for each dollar invested than any other automatic flat-bed press ever invented.

Try one for awhile, gratis. If you like it you can purchase on terms entirely satisfactory to you.

GUARANTEED



GUARANTEED

A platen press HUMANIZED (showing make-ready)

Requires less than 50 per cent of the operator's time. (Any boy or girl can operate the HUMANA.) More than 450 HUMANAS sold and in actual operation. Two sizes, 10x15 and 12x18.

SEND FOR TESTIMONIALS AND LIST OF USERS. ALSO CIRCULARS AND SAMPLES OF WORK.

Manufactured and GUARANTEED by **HUMANA COMPANY** Office and Salesroom: Clinton and Beaver Sts. Newark, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS BUFFALO BOSTON ATLANTA CINCINNATI

THE Hodgman,

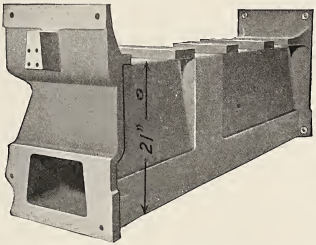
THE Hodgman, press is the only press on the market that has an impression which has absolutely NO give.

Did Someone Say—WHY?

Here are the proofs: (We never make statements that we can not prove absolutely.)

The strain of impression is taken ultimately by the parts which hold up the bed and the parts which hold down the cylinder.

The bed runs on rollers which are on tracks extending the whole length of the press, and the total bearing surface in use is about one and a half times that of any other press.



The tracks themselves are supported on this heavy casting, instead of being set up on pillars as in other makes, and, of course, there is no chance for any spring with such construction.

The cylinder is held down at each end by a toggle joint, upon which the effect of a strong pull, due to a solid form, is simply to make it tighten more.

Imagine, Mr. Pressman, if you can, how much easier and more simple it is for you to make ready on such a press, where you know when you start that there will be no give on the impression.

You can't imagine it unless you run THE Hodgman, then you know.

Next time—Distribution

The Huber-Hodgman Printing Press Co.

Represented direct by
H. W. THORNTON, Chicago, Illinois
P. LAWRENCE P. M. CO., LTD., London, England
DR. OTTO C. STRECKER, Darmstadt, Germany
S. COOKE PROPRIETARY, LTD., Melbourne, Australia

Metropolitan Life Building

Factory: Taunton, Mass. **NEW YORK**

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 29 Murray Street
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!



The ORDER-TAKER Versus The SALESMAN



"Nothing Today! I Am Not Interested in any Printing"

HE was the fourth man that had called that morning soliciting an opportunity to bid on their printing.

He had nothing to offer but price and printing equipment.

His type and presses were no different, nor was his printing different from that of dozens of other printers.

As a consequence, his plea for business did not arouse a single flicker of attention.

He didn't know the purpose of his printing—didn't appreciate the fact that this buyer's only interest in printing was the goods it might sell for him.

His persistence, however commendable, was not backed up with a sufficient knowledge of advertising to adapt his printing to the needs of his prospective customer.

"Yes, Direct Advertising Adapted to My Business Interests Me"

"ALL the time you want, Young Man, to tell your story, if you've got an idea for a Booklet or Catalog that will help sell our goods."

Everybody's face lightens up when this kind of a Printing Salesman comes in with pictures and plans and suggestive copy for a New Booklet, Folder, or Catalog.

He is on the buyer's side of the fence all the time, with a thorough knowledge of the best Direct-by-Mail Methods for Advertising the particular business of the man whose printing he is soliciting.

He has studied Direct Advertising and knows the place and importance of good printing in his customer's selling plan.

He always gets a hearing and nearly always gets an order wherever he goes after one; he is a *real* Printing Salesman.

Our 34 brands of "Eagle A" Trade-Marked Bond Papers, as well as our Cover, Book and Halftone Papers, are all made for Direct-by-Mail Advertising. We are in partnership with you, Mr. Printer, in this logical Development of more and Better Direct Advertising. Use Bond and Book Papers with the Trade-Mark Water-Mark of "the Eagle and the A."

AMERICAN WRITING PAPER CO.

MANUFACTURERS OF THE "EAGLE A" TRADE-MARKED WATER-MARKED PAPERS

HOLYOKE, MASSACHUSETTS

For Your Guidance, Protection and Profit

FOR YOUR GUIDANCE our Bond, Linen and Ledger Papers are Trade-Marked with the Water-Mark of "the Eagle and the A." The "Eagle A" has come to be known as "the Water-Mark of Quality" because all papers bearing it reflect the Experience, Resources and Facilities of a 29-Mill organization.

YOUR PROTECTION in handling "Eagle A" Writing Papers lies in the fact that each paper is distributed for us by a designated Selling Agent—and is never sold by us direct to the Consumer—your customer.

Because of the demand which our Advertising is creating for "Eagle A" Papers their sale permits of a *good, legitimate profit for you—the Printer.*

These are the

"EAGLE A" WRITING PAPERS
TRADE MARKED WATER MARKED

The Leaders of the Market

"EAGLE A" BONDS

AGAWAM
ARCHIVE
BANKERS
CONSOLS
CONTRACT
COUPON
DEBENTURE
DERBY
DUNDEE
FABRIC
GOVERNMENT
HICKORY
INDENTURE
JAPAN
MAGNA CHARTA
NORMAN
OLD HEMPSTEAD
PERSIAN
QUALITY
REVENUE
RIVAL
ROMAN
SECURITY TRUST
STANDARD
UNIVERSAL
And Nine Others

"EAGLE A" LINENS

HORNET
NATIONAL
PURE LINEN STOCK
THE AMERICAN
THE CENTURY
And Twenty-five Others

"EAGLE A" LEDGERS

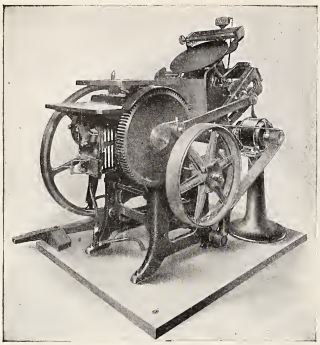
ARCHIVE
BANKERS
BANK RECORD
BRUNSWICK LINEN
CAPITOL
COLUMBIAN
GOVERNMENT RECORD
LEGAL LINEN
MERCHANTS LINEN
MILAN LINEN
OLYMPIA
PARCHMENT
RUSSIAN LINEN
SERVIA
TREASURY
And Seven Others

MANUFACTURED BY

AMERICAN WRITING PAPER CO.

HOLYOKE, MASSACHUSETTS TWENTY-NINE MILLS


1456
PRINTING
1913
THE
FRANKLIN
COMPANY
720-734 S. DEARBORN ST.
CHICAGO
DESIGNERS
ENGRAVERS
ELECTROTYPERS
CATALOG &
BOOKLET
PRINTERS



Small Westinghouse Motor Driving Job Press

Exactly the right

Westinghouse Motor

can be applied to drive each machine used by printers, binders and engravers

The great reliability and high efficiency of these motors enables their user to turn out the maximum amount of work at minimum operating and maintenance expense.

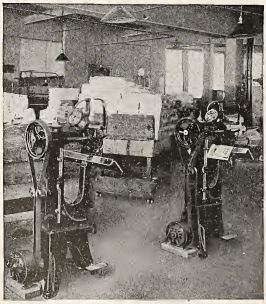
Their design is the result of long and careful study of the operating conditions, so that they are thoroughly satisfactory in service.

Full information on request.

Westinghouse Electric & Mfg. Company

East Pittsburgh, Pa.

Sales Offices in 45 American Cities



Small Westinghouse Motors Driving Stitchers

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street **111 Washington Street**

BROOKLYN, N. Y.

The "IMPROVED CHAMPION" Paging and Numbering Machine is the fastest simplest and lightest running machine of its kind on the market



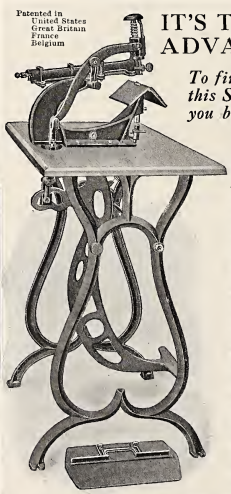
"HOOLE" Paging and Numbering Machine

Foot Power
Electric Power
Steam Power

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds

Patented in United States Great Britain France Belgium



IT'S TO YOUR ADVANTAGE

To first investigate this Stitcher before you buy any other.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economical and expeditious manner.

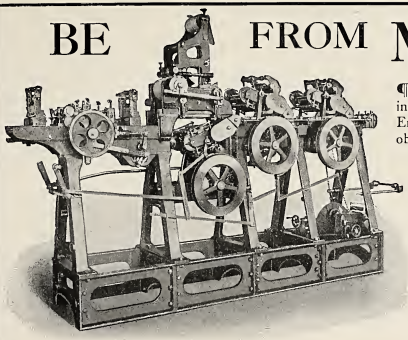
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

BE FROM MISSOURI



¶ When we showed the manager of a large printing-plant that already included several *older* New Era Presses, a sample of the splendid distribution obtained on the *new* presses, he said, "I'm from Missouri and you will have to show me the press actually doing that job before I will believe you can do such good work on your machine." We *did* show him, and as a result he ordered a new press.

¶ The New Era is a high-speed flat-bed and platen press built in sections. Assembled to print as many colors as desired on one or both sides of paper; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs.

LET US SHOW YOU WHAT **THE NEW ERA PRESS** CAN DO FOR YOU

BUILT BY **THE REGINA COMPANY**

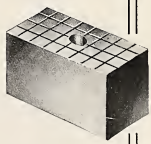
Manufacturers of High-Grade Specialties

217 Marbridge Building, 47 West 34th Street NEW YORK CITY



Expansion Plate-Mounting System

Increases Efficiency of Patented Overlay Processes



IN ORDER to secure the best and quickest results with the patented metallic and chalk-relief overlay processes, now commonly employed by the best pressmen, it is of vital importance that the plates be mounted on a true, unyielding base.

The work of leveling up the common wood base often consumes more time than it takes to make the overlays and register them in place.

When plates are mounted on our EXPANSION SYSTEM IRON AND STEEL BASES, the waste time is eliminated. The first proof pulled shows a true, even impression equal to that obtained only after hours of preliminary preparation where plates are mounted on wood bases or inaccurate blocks.

This is only one of the many desirable EXPANSION SYSTEM features. Time is saved in make-up, in registering plates and in the actual running time of press. Let us mail you our new booklet, entitled "Mounting and Registering of Printing Plates." Printers who have received it state that it is the most comprehensive treatise on the subject ever compiled—free for the asking.

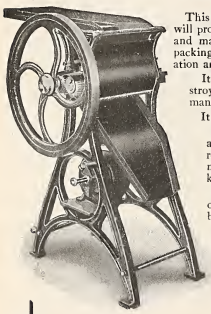
The Challenge Machinery Co.

Grand Haven, Michigan, U. S. A.

Salesroom and Warehouse 124 South Fifth Avenue, Chicago

Challenge Sectional Blocks, Hooks and Catches are sold and guaranteed by Typefounders and Dealers in all Principal Cities.

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.
Card-Cutting Machines, both hand-fed and automatic.
Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

Write and state your requirements

Blomfeldt & Rapp Company

108 N. Jefferson Street **Chicago, Ill.**

Buckled, Crinkled

and other deformed stitches are not born of

Brehmer Stitching Machines

Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain.

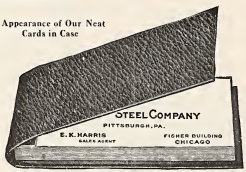
CHARLES BECK CO.

609 Chestnut Street, Philadelphia

A Case of Efficiency

A neatly printed card may be just as effective as an engraved card. It is the condition of the card when it is presented that makes for or against its usefulness.

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

may be printed or engraved, and in either case be highly effective. They always have the essential features in cards, namely: **Cleanliness**—because they are bound in books of twenty-five, with tissue-paper between each card, and the book carried in a neat leather case; **Convenience**—because being in a case by themselves you do not have to fumble through half a dozen pockets before finding one; **Smoothness**—because being bound, they can not crumple or break, and our patent process permits detachment without having a rough edge; **Economy**—because every card is available for use, and none need be thrown away for any cause.

A request will bring you a sample tab of the cards, together with information as to how you can furnish these cards to your present customers, and get the patronage of the best of the new ones. Write to-day.

The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

52-54 East Adams Street **Chicago**

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Holding Fast to That Which is Good

means that once the compositor grasps the STAR COMPOSING STICK he will never *let go of it.* It is the most comfortable, accurate and present-day-requirement stick on the market.

If You Do Not Believe It

suppose you ask us to send you a little pamphlet full of endorsements from printers and compositors that you will know—some of them your near-by neighbors.



Our German-Silver Stick

is worth getting acquainted with. It is made to fill the requirements of coast territory; will not rust or corrode. Made in all sizes, in Nickel-plated Steel or German Silver.

FOR SALE BY TYPEFOUNDERS AND DEALERS IN ALL LARGE CITIES

The Star Tool Mfg. Company

"Tools of Quality for Particular Printers"

Springfield, Ohio, U. S. A.

Toronto Type Foundry Co., Ltd., Sole Agents for Canada.

Printers—

If you want to produce

Highest Quality Printing

at Least Cost

use

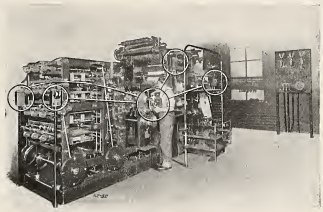
HUBER'S PRINTING INKS

J. M. HUBER 732 Federal Street CHICAGO

JOHN MIEHLE, Jr., Mgr.

NEW YORK BOSTON PHILADELPHIA BALTIMORE
ST. LOUIS SAN FRANCISCO OMAHA CINCINNATI

The Monitor System of Automatic Press Control





"Just Press a Button"

The Monitor System places at the finger ends of the operator complete and positive control of every movement required of the machine. It starts, stops, reverses, accelerates, decelerates, or may be limited to merely starting and stopping features with a safety or locking position.

It prevents accidents, saves the time of the man on the job and enables him to work faster with better results.

Its installation is simple and costs but little more than the old-fashioned, time-consuming, hand-controlled rheostat.

Write for Bulletin No. 21

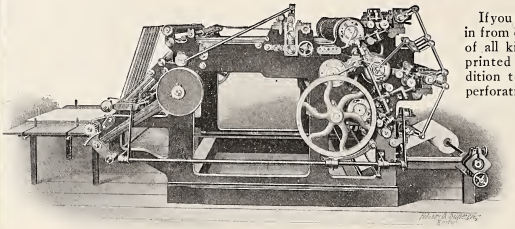
Monitor Controller Company

111 South Gay Street, Baltimore

NEW YORK, 30 Church St. CHICAGO, 1045 Old Colony Bldg.
PHILADELPHIA, 804 Penn Sq. Bldg. BOSTON, 141 Milk St.

2140

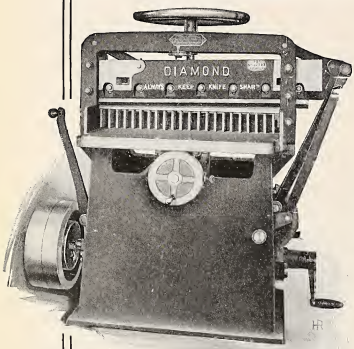
Meisel
Automatic Printing Machinery
Leads the World



This cut illustrates one of our high-speed Three-Color Rotaries

If you manufacture labels, printed in from one to four colors, tickets of all kinds, wrappers and other printed matter requiring, in addition to printing, numbering, perforating both ways, punching, slitting, cutting to length, rewinding, collating, counting, removing counted packages, and other operations, automatically produced in one operation, ready for delivery, it will be for your interest to ask us for particulars regarding machines producing such wonderful results. Send samples and daily output required with your inquiry so we can select the machine best suited, whether a rotary or automatic bed and platen. We have a large number of both kinds and sizes.

Meisel Press Manufacturing Co., 944 to 948 Dorchester Ave. **Boston, Mass.**



DIAMOND POWER PAPER CUTTER

Diamond Paper Cutters
Have Always Been Right

THE correct principles of construction were embodied in the first DIAMOND CUTTERS built. Hence it has not been necessary to make important alterations in the design of these machines.

To this fact Diamond Cutters owe their reputation of *greatest* stock-cutting efficiency—the greatest strength, the greatest output and the greatest economy.

DIAMOND CUTTERS possess many time, labor and money saving features you ought to know about before you place your order for any cutter. May we send you, postpaid, our new paper cutter catalogue, which gives full description of the LEVER, POWER AND COMBINATION DIAMOND CUTTERS?

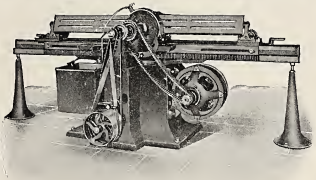
Kept in Stock and For Sale by Type-founders and Dealers in all Principal Cities

The Challenge Machinery Co.

Grand Haven, Michigan

Chicago Salesroom 124 South Fifth Avenue

Rogers-Buffalo



A Full Automatic Feed, Direct Motor-Driven Knife Grinder

The Last Step in Perfecting a Grinder to Meet the Demands

of the critical cutting-room foreman. Grinds either straight or concave bevel, on knives up to 130 inches in length.

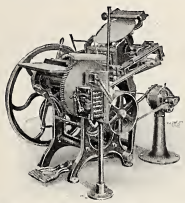
Guaranteed

to grind more in less time and do it better than any grinder in existence. It is so perfect in operation that it needs little attention after adjustment. Our literature tells all about it.

See Write-up in Other Columns.

Samuel C. Rogers & Company

No. 16 Lock St., Buffalo, N. Y.



THE OLD RELIABLE

JENNEY

Nearly every good printer knows what JENNEY MOTOR SERVICE means. The printer who does not know should *get wise.*

JENNEY MOTORS have stood the test alongside all competition for many years, because they are built *honestly* and for specific printing-plant requirements.

JENNEY MOTOR SERVICE means economical power—hence reduction in producing cost—a vital item for the printer, lithographer, electrotyper and engraver.

Send for complete motor installation information, cost, terms, etc. JENNEY MOTORS are built in all sizes for both alternating and direct current.

Jenney Electrical Department

AMERICAN ROTARY VALVE CO.

General Offices: Chicago, Ill.

BRANCHES IN ALL PRINCIPAL CITIES



Printers Learn Advertising

It is a natural step from printer to advertising man. The printer already has good advertising judgment, for he makes a study of typographical effects—displays—and composition that will attract.

The majority of successful advertising men have laid the foundation of their knowledge in the print-shop. Hundreds of printers have been helped to high-salaried advertising positions by the International Correspondence Schools' Course in Advertising.

This Course is written by some of the greatest experts in the country. Besides this, the I. C. S. are themselves successful advertisers and their 20 years' experience is proof of the soundness of the principles taught in this Course.

There is no reason why you can not step from the case or press into the advertising field where good men are in great demand. Your success is assured if in addition to your printing knowledge you learn the essentials of Copy Writing, Managing Appropriations, Planning Campaigns, Illustrating, Mediums, Catalogue Writing, all of which are included in the I. C. S. Course.

To learn more about the I. C. S. Course in Advertising, fill in and mail the attached coupon.

International Correspondence Schools

Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____



A PAPER-CUTTER KNIFE that's always keen and smooth—and it takes but a few strokes to do it—when you use the

Carborundum Machine Knife Stone

The coarse side of the stone brings the blade to an edge—the fine side smoothes up the edge, leaving it keen and true cutting—and you needn't take the knife from the machine.

You can stop a waste of stock—save a lot of time by postponing the need of grinding with this handy little stone.

Made in two shapes, round or square, each fits the hand. The groove protects the fingers.

FROM YOUR HARDWARE DEALER OR DIRECT,
$1.50



The Carborundum Company
Niagara Falls, N. Y.

Inks That Are Used in Every Country Where Printing is Done

KAST & EHINGER
GERMANY

Manufacturing Agents for the United States, Canada, Cuba and Mexico

Charles Hellmuth
PRINTING AND LITHOGRAPHIC

INKS
DRY COLORS, VARNISHES

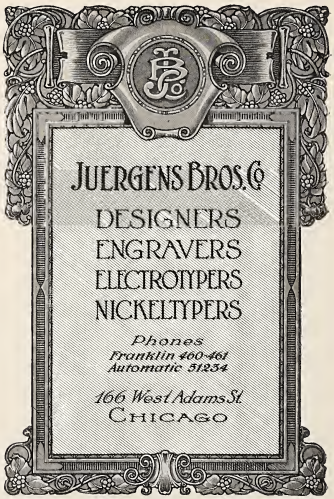
SPECIAL OFFSET INKS

NEW YORK
154-6-8 West 18th Street
Hellmuth Bldg.

CHICAGO
536-8 South Clark Street
Rand-McNally Bldg.

The World's Standard *Three and Four Color Process Inks.* Gold Ink worthy of the name.

Originators of Solvine. Bi-Tones that work clean to the last sheet.



LATEST
Balance Feature
Platen Dwell
Clutch Drive
Motor Attachment
(*Unexcelled*)

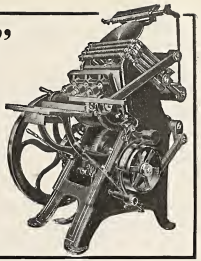
"PROUTY"

Obtainable Through Any Reliable Dealer

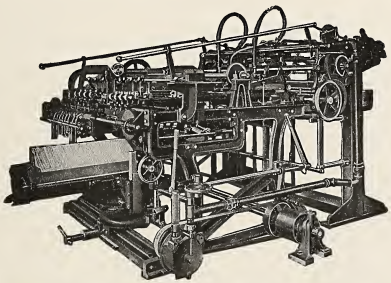
Manufactured only by

Boston Printing Press & Machinery Co.

Office and Factory
EAST BRIDGEWATER, MASSACHUSETTS



THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators. Equipped with combing-wheel automatic feeder or with hand-feed table.

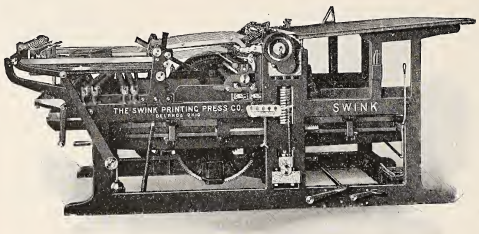
CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

THE SWINK TWO-REVOLUTION PRESS

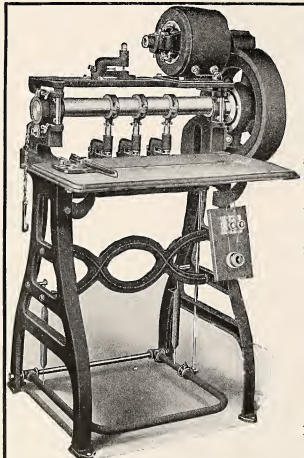


Is the only press built that gives its owners protection against wear—a new feature in printing-press construction promoting the long life of the press and obtainable only on THE SWINK. This refers to the bed and cylinder drive as well as the rails.

Write us for further information

THE SWINK PRINTING PRESS COMPANY

General Office and Factory: DELPHOS, OHIO



STYLE CC.—Motor Drive

Patented April 10, 1900

Think of Tatum, Think of Punch—Think of Punch, Think of Tatum

The exceptional character, as regards accuracy, durability, and daily output, of the Tatum Paper Punches and Perforators, is well shown by the character of the users.

We will be pleased to mail upon request a list of satisfied users of TATUM OUTFITS.

The list is especially interesting, as including so many who are, themselves, manufacturers of paper specialties and loose-leaf goods, and naturally look for the best outfits.

THE BEST IS NONE TOO GOOD
FOR THOSE WHO KNOW—

54 Years of Knowing How

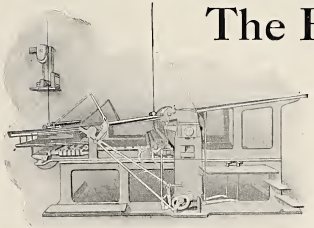
THE SAM'L C. TATUM CO.

Main Office and Factory:
Cincinnati, Ohio

New York Office:
180 Fulton Street

Makers of "The Line of True Merit"

"U. P. M." THE TRADE-MARK OF QUALITY



The Frost-Bitten Finger

is no surer sign of cold weather than is the crinkle and crackle of that paper stock with its cold weather charge of static electricity.

One is a painful proposition; the other is a costly nuisance.

The Chapman Electric Neutralizer

Kills electricity in paper stock. There are no "ifs," "ands" or "buts" about it. Ask any user.

WE ALSO OFFER THE
U. P. M. AUTOMATIC CONTINUOUS PILE FEEDER
A STANDARDIZED FEEDER

WE ALSO OFFER THE
U. P. M. VACUUM BRONZER
FASTEST AND MOST ECONOMICAL TO OPERATE

SOLE SELLING AGENTS
UNITED PRINTING MACHINERY CO.
Jamaica Plain, Boston — 116 East 13th Street, New York
Western Agent WILLIAMS-LLOYD MACHINERY COMPANY, 638 Federal Street, Chicago

Compositor Operators in Demand

EVERY day it is becoming more apparent that the most useful operator is the one with the greatest amount of typographical knowledge. Machine makers are spending money and staying up nights in an effort to devise methods whereby higher class composition can be done on machines.

They are bound to succeed, if they are not successful now.

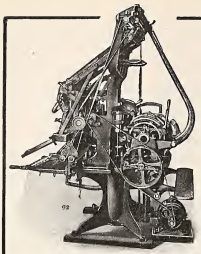
It requires even more taste and accurate judgment in the selection of type faces and sizes to set a job on a machine than it does by hand, as the overhead is higher.

The job compositor who learns the machine now will get in on the ground floor, and so be qualified to take a position when capable operators of that class are scarce and wages correspondingly high.

Machine composition can be learned at a school, but care should be taken to select the best school.

Our booklet, "Machine Composition," is filled with information of the most valuable character for any person contemplating learning the linotype or similar machine. It can be secured by dropping a postal to

THE INLAND PRINTER TECHNICAL SCHOOL
632 South Sherman Street, Chicago, Illinois



Robbins & Myers Motors

There Is One Best Way

to drive each kind of printing machinery, so that the operator can get out the maximum amount of work of which the machine is capable. For instance, the linotype requires a smooth, steady speed without vibration and without checking up at the moment of maximum load. These qualities, together with durability, make the ideal combination. We have an equally good drive for every kind of printing machinery.

THE ROBBINS & MYERS COMPANY

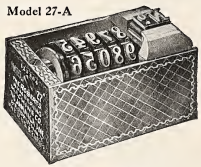
Main Offices and Factory :
SPRINGFIELD, OHIO
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

Roberts Numbering Machine Company

Successor to THE BATES MACHINE CO.

696-710 Jamaica Avenue, Brooklyn, N. Y.

Model 27-A



For General Job Work

Absolutely Accurate

Fully Guaranteed

Side Plates Without Screws

Always in Stock

Five Figure-Wheels

№ 12345

Facsimile Impression
Size 1½ x 1 5/16 inches.

ROBERTS' MACHINES

UNEQUALLED RESULTS
MAXIMUM ECONOMY

No Screws

To Number Either Forward or Backward



View showing parts detached for cleaning

Non-Curling Gummed Papers

IMPORTED AND DOMESTIC

Distinctive and special brands for all and every conceivable purpose. ¶ We produce high-grade gummed papers especially adaptable for lithographing as well as medium and cheaper grades for ordinary label printing.

Send for our Sample-book

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England in 1830

Eagle Printing Ink Co.

24 CLIFF ST., NEW YORK

BLACKSTONE BLACK

NON-OFFSETTING

The densest, cleanest working Half-Tone Black made

Try It and Be Convinced

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708 S. Dearborn Street

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17 Park Place

SUPERFINE
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KING PAPER COMPANY

KALAMAZOO, MICHIGAN

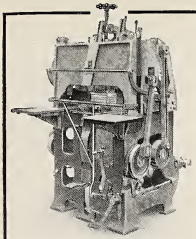
MANUFACTURERS OF

Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

King Offset Book and Label

Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch. Free from fuzz. *Send for samples to try out*





AUTOMATIC CUTTERS

¶ We furnish the latest and most efficient *Book Trimmers* and *Cutters*.

¶ Investigate what we can offer you!

VICTORIA PRESS MFG. CO., 38 Park Row, New York

FRANK NOSSEL, *Manager*

MACHINERY FOR THE ENTIRE PAPER INDUSTRIES

The Robert Dick Mailer

Combines the three great essentials to the publisher: SPEED — SIMPLICITY — DURABILITY



Read what one of the many users has to say.

The Waco Times-Herald,
Waco, Tex., Aug. 2, 1911.
Dick Patent Mailer Co.,
139 W. Tupper St., Buffalo, N. Y.
Gentlemen,—I have been using your patent mailer for five years with most satisfactory results, and think it is the best and speediest machine on the market to-day. My record per hour is 6,500, which I think is the best record in Texas. Would be pleased to have you use this letter in any way you see fit.
Yours very truly, E. D. Geiser,
Foreman Mailing Dept.

Manufactured in inch and half inch sizes from two to five inches.

For further information, address

Rev. Robert Dick Estate, 139 W. Tupper St. Buffalo, New York

JAMES WHITE PAPER CO.



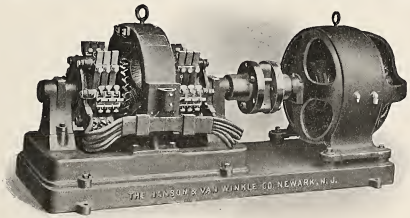
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BOOK AND COVER PAPERS

219 W. MONROE STREET **CHICAGO**

THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid
Depositing
Self
Exciting
Or
Separately
Excited



High
Commercial
And
Electrical
Efficiency
Low
Temperature
Rise

Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

BUY FROM THE MANUFACTURER

The Hanson & Van Winkle Company

NEWARK, N. J., U. S. A. BRANCHES: Chicago, Ill.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.

"MY SALARY HAS NEARLY TREBLED"
THE I. T. U. COURSE DID IT

What the I. T. U. Course Has Done for Me

A LITTLE more than one year ago I heard of the I. T. U. Course of Instruction in Printing, and decided to take it up. I was then an ordinary apprentice who could set only simple reprints. My salary was $10 a week.

¶ I did not know anything about hand-lettering; nothing at all about proportion; never heard of color harmony; imposing an eight-page form was a mystery.

¶ To-day I have charge of the composing-room of one of the high-class print-shops in my city. My salary has nearly trebled.

¶ The Course has certainly done wonders for me. I feel satisfied the lessons will prove of benefit to any one working at the trade.

GEORGE WETZEL
NEW ORLEANS

Drop a postal to The I. T. U. Commission
632 Sherman Street, Chicago

THE FOREGOING IS AN UNSOLICITED TESTIMONIAL FROM A TWENTY-YEAR-OLD STUDENT WHO FINISHED THE COURSE IN ONE YEAR

Franklin Gothic Italic (Non-Kerning)

FIRST SHOWING OF THIS NEW FACE

72 Point — 3 A $8 15 4 a $5 60 $13 75

RICH Knights

60 Point — 3 A $7 15 4 a $4 60 $11 75

Elegant DESIGN

48 Point — 4 A $4 40 5 a $3 25 $7 65

NUMBERS Captured

42 Point — 4 A $3 30 6 a $3 10 $6 40

Improved CONDITIONS

36 Point — 5 A $2 75 7 a $2 50 $5 25

BIRD HUNTER
Studying Ruler

30 Point — 5 A $2 25 8 a $2 10 $4 35

MUCH REQUIRED
Landscape Bought

24 Point — 6 A $1 85 9 a $1 65 $3 50

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18 Point — 8 A $1 55 14 a $1 70 $3 25

FRANKLIN GOTHIC ITALIC
Bright American Conception

14 Point — 11 A $1 40 21 a $1 60 $3 00

MERITORIOUS REMARKS
Strong Advertising Display

12 Point — 14 A $1 30 27 a $1 45 $2 75

MODERNIZED DESIGN SOUGHT
Non-kerning italic letters always give good results $1234567890

10 Point — 15 A $1 15 30 a $1 35 $2 50

PROPOSING INGENIOUS METHODS
Much time and money saved through the adoption of an efficiency system

8 Point — 18 A $1 05 36 a $1 20 $2 25

ADVERTISING BRINGS HUGE PROFITS HOME
Legitimate advertising method secured through the practical knowledge of American type faces

6 Point — 19 A $0 95 39 a $1 05 $2 00

MODERN AMERICAN DESIGNS A GOOD INVESTMENT
Use the latest American line type faces and watch your business and profits build up accordingly $1234567890

5 Point — 19 A $0 95 38 a $1 05 $2 00

PLEASING EFFECTS PRODUCED WITH AMERICAN TYPE FACES
Advertising of the very highest standard can be readily produced by printers and advertising men through the careful selection of type

American Type Founders Company

ORIGINATOR OF THE MOST POPULAR TYPE FASHIONS



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality, and with our nickel-steel shell are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO. 24-30 South Clinton Street, CHICAGO

The Juengst Gatherer-Stitcher-Coverer

WILL do five operations, namely, gather, collate, jog, stitch and cover, at one and the same time, thus saving floor space and labor.

The number of operators necessary to produce 3,000 books per hour, of ten sections, would be five.

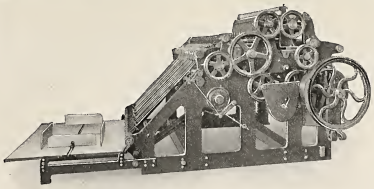
Also

Juengst Gatherer-Wireless Binder

WHICH does four operations at one time, namely, gather, collate, jog and wireless bind, producing 3,000 books per hour, which lay *flat when open,* with five operators.

GEO. JUENGST & SONS, Croton Falls, New York

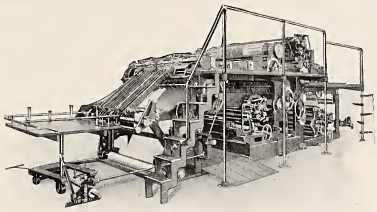
WE HAVE NO AGENTS



PRESS OR SHEET CUTTER?

IF IT'S A ROTARY, STRAIGHT, OR ADJUSTABLE—

ORDINARY, OR SPECIAL— WE SURELY HAVE IT!



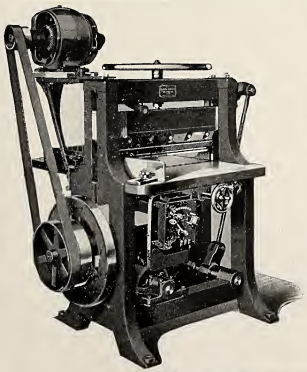
KIDDER PRESS CO., Main Office and Works, **Dover, N. H.**

New York Office: 261 Broadway GIBBS-BROWER CO., Agents

REPRESENTED IN ALL PRINCIPAL COUNTRIES OF THE WORLD.

Motor Brackets

for Chandler & Price Power Cutters



This new bracket places the motor up above the cutting table where it is easily attended to and oiled, and where it is away from the trimmings and out of the dirt. The motor is clean, the floor is clear and the belting out of the way.

A wrench and a few moments' time are all that are required to attach it to any one of our cutters. The base is made of wood and, therefore, can be easily bored to fit any motor. There is a simple adjustment for tightening the belt.

The attachment makes every cutter a complete unit with its own power-plant, giving all the advantages of the individual motor drive.

THE CHANDLER & PRICE CO.

CLEVELAND, OHIO

FOR SALE BY ALL DEALERS

Toronto Type Foundry Co., Ltd., Canadian Agents, Exclusive of British Columbia.



(Letters of a Purchasing Agent)

Price *vs.* Brains

TWO printing salesmen call on me regularly—Sam works with his prices and Bill with his bean.

Both are welcome.

I generally have a sizable order for Sam—those attractive little jobs that every printer in town has bid on until the price has got down to where it takes a pretty old-fashioned cost-figuring system to get back the price of the paper—ink and press work being donated to "keep the plant running."

Bill's method is different.

Bill has a great idea of profit. First he shows *me* how to make a profit and then holds out for one himself. He is now printing all of my letterheads, office forms, price lists, etc.

"I want to save you money" was his opening.

"How?" said I, tumbling into his net.

"What are you paying for letterheads?" he asked, "and for billheads, form letterheads, price lists, factory and office forms?" I got out the old bills and told him. The letterheads were very high and the others were too cheap.

"That paper is good enough for letterheads, isn't it?" showing me a fine, crackly, sample sheet. I said it was.

"And it's a lot better than you are getting in the other forms." There was no doubt about it.

"Well," he said, triumphantly, after a little figuring, "the work included in those bills I could have done on this Hammermill Bond for so much," naming a very attractive total.

Then he proved the value of standardizing office forms by using the same paper throughout—uniform colors, uniform quality, uniform price.

In short, Bill earned his order—and profit—by teaching me how to buy intelligently.

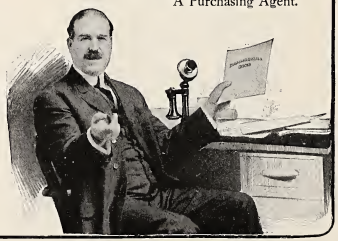
And Sam has put in three separate bids, each lower than the last, but he hasn't got back the business.

Yours faithfully,

A Purchasing Agent.

HAMMERMILL BOND

"The Utility Business Paper"

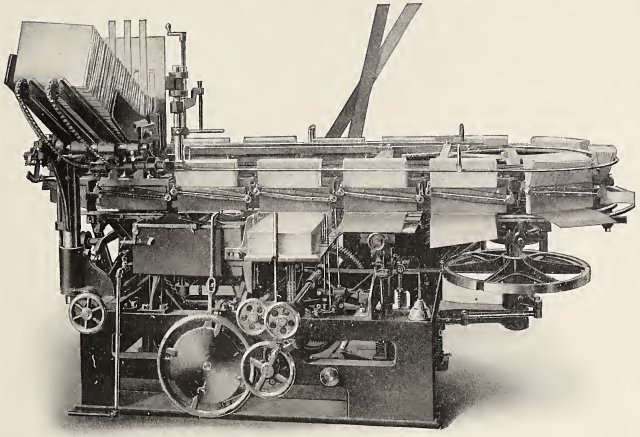


WRITE for an interesting and valuable book on office systems, "The Signal System," and for sample books.

HAMMERMILL PAPER COMPANY
ERIE, PA.

IF YOU COVER MAGAZINES, CATALOGUES, OR TELEPHONE DIRECTORIES, ETC., YOU ABSOLUTELY CAN NOT AFFORD TO BE WITHOUT THE

SHERIDAN COVERER



12-inch machine covers books 7½ inches x 5 inches up to 12 inches x 8 inches.
16½-inch machine covers books 10 inches x 8 inches up to 16½ inches x 11½ inches.

ITS USE MEANS

A great improvement in quality.
An immense reduction in cost.
An enormous increase in output.

At this time we can offer special inducements as to prices and terms. Write to-day and tell us when to send our salesman.

T. W. & C. B. SHERIDAN COMPANY

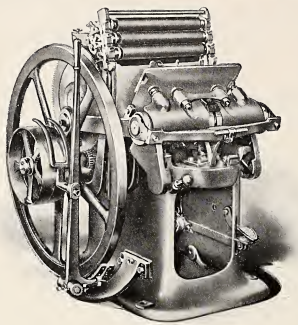
Established 1835

OFFICES AND SALESROOMS
56 and 58 Duane Street, NEW YORK 607 South Clark Street, CHICAGO
63 Mount Pleasant, LONDON, W. C., ENGLAND

"VALUES ARE DETERMINED

Equipment

Ink Fountain
Feed Tables
3 Steel Chases
Power or Treadle Fixtures
Distributor Changer
1 Set Covered Stocks
1 Set Uncovered Stocks
2 Sets Form Roller Wheels
2 Wrenches and
COUNTER



Terms

Net 30 days, 1% for cash in 10 days, or $90 cash *with order* and balance in 9 monthly payments of $25 each, with interest at 6%. Freight to be paid by purchaser at time of delivery and forwarded to us. On receipt we will mail our cheque in payment.

You Can Now Obtain This Latest 10 x 15 Style 2B Colt's Armory Press for

$315
DELIVERED FREIGHT FREE

AT ANY RAILROAD STATION IN THE UNITED STATES

Among the many controlling advantages, exclusively possessed by this machine, the following are briefly enumerated: Continuous cylindrical ink distribution; carriage can be stopped on cylinders at will; wide range of fountain feed; when carriage is stopped the feed of ink from fountain is automatically suspended; impression trip operative by one's finger; quick, positive and perfectly parallel adjustment of platen to or from the form, whereby thin, hard tympans may be readily used; direct, square, locked slide of platen to form; an exceedingly smooth, steady and wide swing of platen, facilitating fast feeding and accurate registration; all studs and pins of hardened steel, ground to precise diameters; automatic lubrication of crank pins; drop-forged, mild-steel connecting rods; steel chases, right-angle sides, sharp corners, flat, finished all over; all movements balanced and a low power factor.

This press will not only print ordinary commercial work with the best possible results, but also high-class half-tones, tints, borders, three-color plates and mixed forms; that is, quality work (which commands the highest profit), such as can not, categorically, be touched by any other make or name of press.

It will run safely, smoothly and enduringly up to 2,200 impressions an hour, and an averaged output of from 1,300 to 1,500 is readily realizable.

With the accurate plates and type now available, an excellent make-ready can be quickly effected, and owing to the perfect impingement of the platen, as also the avoidance of soft tympans, forms *remain sharp* indefinitely, instead of, under other conditions, becoming rounded and battered.

Hitherto the only market argument we know to have been urged against our Quarto Medium "Colt's Armory" with any truthful effectiveness has been its higher price, but even this has been eliminated. For practically the same money you can now obtain a machine that will do all the ordinary runs of low-grade work *as rapidly*, at *as low a productive cost* and in *better style*, while, in addition thereto, you can handle half-tones, three-color plates, tints and mixed forms in the highest state of the art; that is to say, a line of quality work which is only possible to execute upon the "Colt's Armory."

Let us repeat: For the same outlay you can now secure a "jobber" on an equal footing as to price which will do all that the other kind can do, as quickly, at as low a productive cost and with better effect; and, *added thereto*, you are equipped to turn out Quality Work at a Quality Rate of Profit.

May we send you our illustrated catalogue?

JOHN THOMSON PRESS COMPANY

253 BROADWAY, NEW YORK CITY

ONLY BY COMPARISON"

DO YOU KNOW

That a thick, paddy tympan will wear the sharp edges of type and cuts? That a hinged impression gives greater pressure at the bottom of platen than at the top—hence the top must be padded?

That the marks from a form rolled upon a plate must necessarily be *rerolled from the plate upon the form?*

That a missed impression on the Gordon type of press means printing the next sheet from a *double-rolled* form?

That in order to obtain sufficient ink on heavy portions of a Gordon form, light portions must be given *too much* ink?

That it is necessary to *reach* for the throw-off of a Gordon type of press?

That the jerk of a platen leaving a dwell makes it difficult to feed a large sheet to accurate register?

That the "COLT'S ARMORY" platen may be so readily adjusted for any desired pressure, that a thin, hard tympan comprises the major portion of the make-ready?

That the "COLT'S ARMORY" *continuous* distribution insures the return of the form rollers to the form free from all blemishes?

That the "COLT'S ARMORY" carriage may be tripped out when desired, to prevent double rolling of the form?

That the ink on a "COLT'S ARMORY" press may be so regulated as to feed heavy to the heavy portions of the form and light to the light portions?

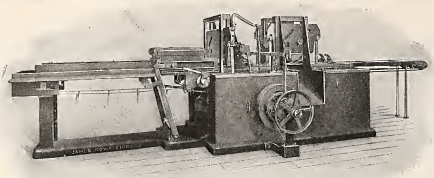
That the "COLT'S ARMORY" throw-off comes *automatically* to the operator's hand?

That the easy swing and slow reversal of movement of the "COLT'S ARMORY" makes it the easiest press to feed and insures perfect register?

There is an ever increasing demand from users of printing for better work. The question of equipment cost being about equal, is there any good reason why you should not supply your plant with a machine which is capable of the best work?

JOHN THOMSON PRESS COMPANY

253 BROADWAY, NEW YORK CITY



A STRAIGHT LINE AUTOMATIC BOOK TRIMMER

Capacity, 24 packages per minute, 4½ or less in thickness.

For further particulars address

JAMES ROWE

1058-62 W. Harrison St., Chicago, U.S.A.

What Kind of Galleys Are You Using?

The best ones? Good. They are the cheapest. Original cost cuts small figure when buying to LAST. That's why our Superior All-Brass Galleys are universally popular. There are several kinds—each with its particular merits:

The One-Piece Rim Galley
The Regular Barnhart All-Brass Galley, patent corners.
The Bruce Galley **The Milholland Linotype Galley**
The Lincoln Galley **The Bruce Style Linotype Galley**

We make them all, and we make them as well as it is possible to make Galleys.

Barnhart Brothers & Spindler

Chicago New York Washington, D. C. St. Louis Dallas
Kansas City Omaha St. Paul Seattle

BW

Defiance Bond

Manufactured by

Byron Weston Company

DALTON, MASS.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process. Nickelsteel Globetypes are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show perceptible deterioration.

The Feeder Question Solved

THE KAVMOR

High-speed Automatic Platen Press

Built in Two Sizes, 11 x 17 and 14 x 20

FEEDS, PRINTS and DELIVERS all grades of paper from French Folio to Boxboard at speeds up to

5,000 Impressions per Hour!

Flat Type Forms

—

Ordinary Flat Electros when desired (not curved)

—

Hot Embossing

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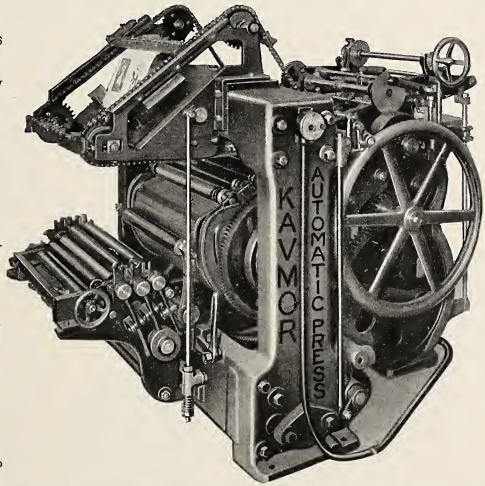
Perfect Registry

—

Requires only two horse-power

—

Requires no machinist



Short runs handled quickly

—

Self-Feeding

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Less Wages

—

Less Waste

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Inking Distribution unsurpassed

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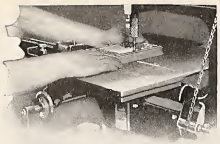
Costs no more to operate

PRODUCES MORE WORK THAN FIVE JOBBERS

The KAVMOR PRESS produces 25% to 50% more work than *any other* Automatic Flat-Bed Press in the world. Prompt deliveries guaranteed

The Kavmor Automatic Press Company

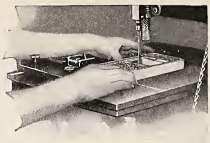
Office and Showrooms, 54 East 11th Street, New York



Drilling holes in the plate to admit the jig-saw preparatory to mortising



By a simple change the jig-saw is thrown into operation and the mortise is sawed out



Substituting a broach for the saw, the walls of the mortise are smoothed up and squared in the corners

WANTED, 20,000 PRINTERS—AD. AND JOB MEN

to mail a post-card for a copy of **"Millerized"**—a handsome booklet illustrating the operation of the Miller Saw-Trimmer equipment. Write to-day.

MILLER SAW-TRIMMER CO., Point Building, Pittsburgh, Pa.

The American Pressman

A MONTHLY TECHNICAL TRADE JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

ROGERSVILLE, TENNESSEE

The British Printer

Is Familiarly Known as

"Our National Trade Journal"

By Its British Readers

Subscribers to the British Printer are also found in the best printing establishments of the United States, in Canada, or the Continent of Europe and in every British Colony.

The British Printer is a purely technical journal. Every department covered by experts. Always pictorial, illustrating modern methods of reproduction.

Published bi-monthly, $2.00 per annum, post free.

Specimen copy 35c; by mail 40c.

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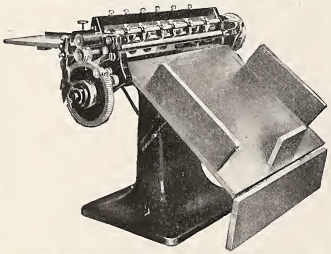
THE INLAND PRINTER COMPANY

632 South Sherman Street Chicago, Illinois

Use Your Thinker

Some Actual Facts Worth Thinking About

The Universal-Peerless Rotary Perforator is in use in every land throughout the world; therefore the following facts:



BURTON PERFORATORS ARE PERFORATING APPROXIMATELY

10,000,000 sheets per day,
40,000,000 square feet per day,
12,000,000,000 square feet in a year,
4,000 miles of paper per day, or
1,200,000 miles per year,
20,000 reams per day,
20,000 sheets per minute, or
333 sheets per second.

Catalogues on Application. Sold by all Dealers

MANUFACTURED BY

A. G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

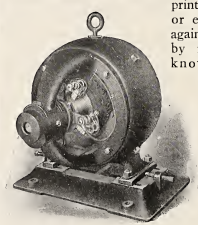
Always Satisfactory

When you install a motor you want the best—the every-hour-in-the-day-service motor. Therefore, an "always satisfactory" motor means

Peerless Motors

Each motor is made for a specific purpose. The printer, publisher, engraver or electrotyper insures against interrupted service by installing a motor known for its uniform service. Send us your wants; let us submit estimate and prove our claims.

Ask for our illustrated catalogue.



On ANY POWER PROBLEM write:

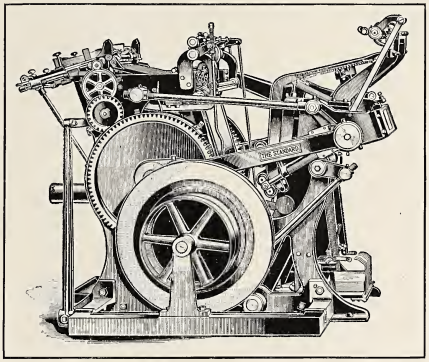
The Peerless Electric Co.

Factory and General Office: Warren, Ohio

CHICAGO AGENCY:
Electrical Machinery Sales Co., 1536 Monadnock Building

NEW YORK AGENCY:
N. Y. Electric Installation Co., 43 West 27th Street
And All Principal Cities

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS



The Standard Occupies a Field All Its Own

It Stands Alone in the Field of Commercial Job-Printing

For years it has been the dream of the job-printer to have one type and size of press to do the greater part of the work of the job-printing department.

This is the *one* field of the STANDARD. It occupies the job department alone and supreme, as it is made in one size and design only, yet will do 90% of the commercial job-printing—and do it better and at a greater profit.

No one press will do so many things, or is doing so many things, on so many different kinds of work, in so many plants.

The STANDARD is doing this for others—it can do it for you.

WOOD & NATHAN COMPANY

SOLE SELLING AGENT

STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

1 MADISON AVE., NEW YORK CITY



Cooper Hewitt Light Puts Money in Your Pocket

¶ It enables you to get the same results (same quantity and same quality, both) at night as you get during the day.
¶ How about a few Cooper Hewitt lamps on trial? No cost to you.

Ask for Bulletin No. 947

Cooper Hewitt Electric Company
8th and Grand Sts., Hoboken, N. J.

BOSTON—161 Summer Street
CHICAGO—160 N. Dearborn Street
CINCINNATI—1st. Nat'l Bank Bldg.
CLEVELAND—Engineers' Bldg.
DETROIT—Ford Bldg.
MINNEAPOLIS—Metropolitan Life Bldg.
PHILADELPHIA—124 S. 8th Street
PITTSBURGH—Westinghouse Bldg.
ST. LOUIS—Central Nat'l Bank Bldg.
SYRACUSE—University Bldg.

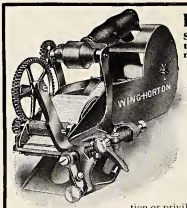
Overlay Cost Reduced to the Minimum

with the aid of the

Mechanical Chalk Relief Overlay Process

Process in use over all the world.

WATZELHAN & SPEYER
183 William Street, New York



From Month to Month,

Since January, 1913, through the medium of this advertisement readers have been told what was done in Wing-Horton Mailers, during 1911.

I hereby beg to acknowledge that I have been tardy in turning over a new leaf, but writing ads. is not my hobby.

However, there is something still doing in Wing-Horton Mailers, for which I am receiving orders most every day.

Prospective customers need not hesitate in sending orders, for I am prepared to make immediate delivery on all sizes, with full guarantee of satisfaction or privilege to return. Also descriptive circular covering prices gladly sent on request to

CHAUNCEY WING, Mfr., Greenfield, Mass.

THE ART CAXTON PLATEN PRESSES

Manufactured by John Haddon & Co., London, England

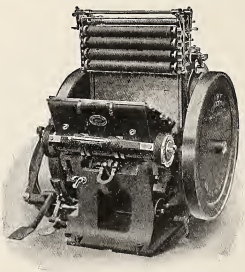
ARE

The Largest Sized Platens on Market

18x22½ Inches (*inside*) Chase

and have

THE LARGEST-SIZED FORM ROLLERS AND DISTRIBUTORS 2¾ INCHES IN DIAMETER (INTERCHANGEABLE).



Sole American Agents

H. HINZE MACHINERY CO., New York

TRIBUNE BUILDING

Royal Proofs





Raise Your Standard to This Class of Electrotyping

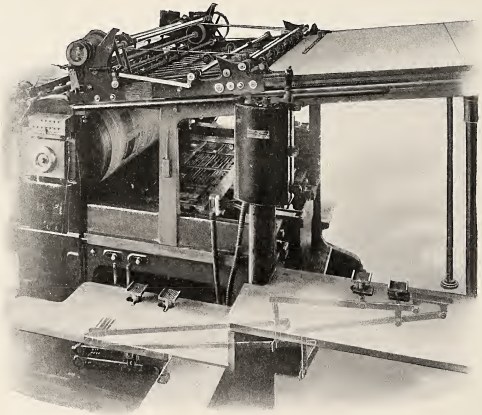
Let the Royal plant supply *your* color-plate duplicates. It's the only way to Absolute Perfection.

Read the Royal Address to Your Stenographer

ROYAL ELECTROTYPE COMPANY

616 SANSOM STREET PHILADELPHIA

Hardie Semi-Automatic Press Feeder



CAN BE APPLIED TO ANY CYLINDER PRESS

Insures Accurate Register on Every Cylinder Press Job
Increases Output of Press Fully 20 Per Cent
Can be Fed by Boy or Girl—No Skilled Press Feeder Required
Waste Reduced to Minimum. Quality of Work Greatly Improved
No Machine Work Required to Attach to Any Cylinder Press

SEND FOR CATALOGUE AND PRICE—MENTION INLAND PRINTER

Manufactured by

HOBBS MANUFACTURING COMPANY

WORCESTER, MASS., U. S. A.

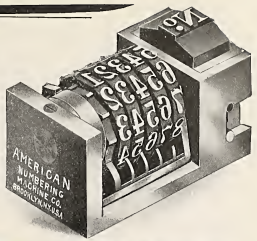
A PERFECT MACHINE of the very highest grade possible. Steel throughout. Every machine tested in a printing-press and guaranteed accurate.

Price, 5 Wheels $5.00 Price, 6 Wheels $6.00

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Ave., Brooklyn, N. Y. 119 W. Madison St., Chicago, Ill.
2 Cooper Street, Manchester, England



AMERICAN MODEL 30

Talbot's Composition Truck Rollers

For Gordon Presses Means Larger Life to the Press, Also More and Better Work



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to me.*

J. W. TALBOT 401-405 South Clinton Street, CHICAGO

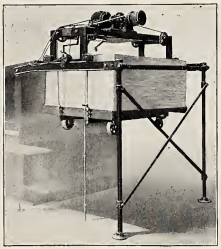
Typesetting Machine Engineers' Journal

23 Duane Street, New York

A monthly magazine devoted to composing-room machinery, edited and published by practical machinists.

Complete patent records of inventions applicable to typesetting and typecasting machinery in all countries—a feature.

$1.00 A YEAR



Rouse Paper Lift

If the Rouse Paper Lift Is Good Enough for Chicago's Greatest Color Printers—How About You?

The Manz Engraving Co. (Hollister Press), Chicago, have in use or on order—22 Rouse Lifts

The American Colortype Co., Chicago Plant—16 Rouse Lifts.

The American Colortype Co., New York and Newark—13 Rouse Lifts.

Max Lau Colortype Co., Chicago—12 Rouse Lifts.

Regensteiner Colortype Co., Chicago—5 Rouse Lifts.

Franklin Company, Chicago—2 (to start with).

The Excelsior Printing Co., who specialize on big edition work, have 10 Rouse Lifts.

A lot of other printers are trying out the Rouse Lift by putting in *one* and watching it, just as these printers did.

Your Whole Day's Stock Is Lifted to the Feed Board All at One Time

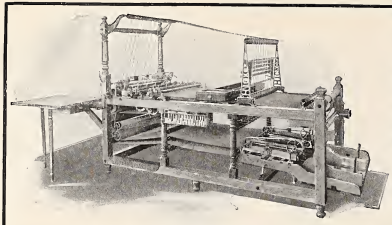
This saves 25 to 35 hand-lifts, and you know how many minutes they average.

From the Rouse the feeder slides twice as heavy a "take" as he could carry up the steps, in less than ¼ the stoppage time.

You will get 1,000 to 1,500 more impressions per day by using The Rouse Paper Lift.

Send for our book.

H. B. ROUSE & COMPANY, 2212 Ward Street, Chicago



Style 9 Duplex O-A Automatic Striker Ruling Machine

THIS cut shows our Style 9, 2-beam O-A Automatic Striker Ruling Machine with Manifold Double-shaft Pen-underlift Device. With this machine the pens can be lifted or dropped from four or more distinct headlines at one feeding of the paper, often saving from 100% to 200% in time on complicated work.

The W. O. HICKOK MFG. CO.
Manufacturers of Book Binders' and Paper Rulers' Machinery
Established 1844.
HARRISBURG, PA., U. S. A.
MILLER & RICHARD, Sole Canadian Agents.

Increase Your Sales—Decrease Your Losses
Consult the Specialists Who Know

Seventeenth **TYPO** *Year*

The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

The Typo Mercantile Agency
General Offices, 160 Broadway New York



CAN'T TIP OVER

DO YOU suppose that piano manufacturers would trust pianos worth several thousand dollars on a **Revolvator** if they thought it would tip over? This piano manufacturer has found that he can now tier crated pianos two and three high without any rough handling, and that his labor costs have been cut in half. **Revolvators** are now being used for storing rolls and reams of paper, boxes, barrels, crates, etc.

If you are not familiar with this modern cost-reducing, labor-saving machine, write to-day for a copy of our book L-15, "Scientific Tiering." Also ask us if a **Revolvator** could be used for handling your material.

N. Y. Revolving Portable Elevator Co.
331 Garfield Ave., Jersey City, N. J.
34-B

The Boston Wire Stitchers

EXTRA profits make their appearance with the installation of Boston Wire Stitchers. This has been demonstrated repeatedly in binderies in all parts of the country. Bostons are simple—the operator cares for them; Bostons are rapid—yielding increased product; Bostons are durable—running for many years with slight maintenance expense. The prudent printer or binder will always select Boston Wire Stitchers

FULL DETAILS REGARDING THE BOSTON WIRE STITCHERS WILL BE SENT UPON REQUEST

American Type Founders Co.

GENERAL SELLING AGENT

Set in Packard Floral Decorators

5000 in Daily Use



The simplest and the fastest composing machine for all kinds of composition.

The only composing machine with a by-product—type for the cases—to be cast in spare time.

The only machine with a matrix equipment that makes its owner independent of the type founder for all type and spacing supplies.



THE MONOTYPE

The Only Composing Machine and Type Caster

START with the Type Caster and cast your own type and spacing material. The initial investment is $1950.

Next to a composing machine that sets and also casts type the Monotype Type Caster more nearly answers the requirements of a small, medium or large shop than any type caster the printer can buy.

When you need a composing machine to set type in justified lines on the galley—straight matter or intricate matter—add the composing feature to the Monotype Type Caster without impairing the value of the Type Caster as a producer of type and spacing material. You then have the Standard Monotype Composing Machine and Type Caster.

If it's a composing machine or type caster you are thinking about remember that there's only one model Monotype and it's always the latest model, because our unit system of construction brings the earliest Monotype up-to-date, protecting your investment by eliminating depreciation.

Make your type caster or composing machine experience start with the versatile Monotype, the machine with the faces, over 1050 different fonts. It helps you grow because it helps you sell.

Lanston Monotype Machine Company

Philadelphia

New York	Boston	Toronto	Chicago
World Building	Wentworth Building	Lumsden Building	Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey No. 55, Havana

29



THE CALCULAGRAPH

Has been recording Elapsed Time—actual working time—in this bindery over ten years.

It has saved a lot of money and has never made a clerical error.

OVER TEN THOUSAND IN USE

Ask for our free booklet, "Accurate Cost Records."

CALCULAGRAPH COMPANY

1460 Jewelers' Building **New York City**

No More "Short Count"—
No More "Over-Runs"—

"GANCHER"

Automatic

Press Counter



REDUCES pressroom expense and prevents costly complaints from customers as to quantity printed.

Greatest capacity at lowest price.

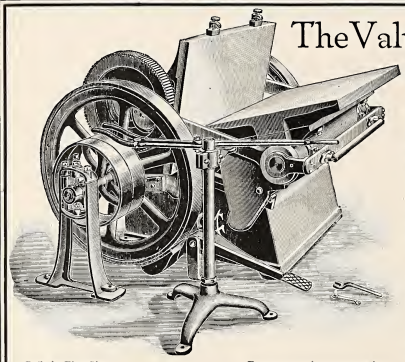
The new re-setting feature clears all registers simultaneously. Counter operates on same mechanical principle as our "GOLDEN GEM" Adding Machine—proven perfect by ten years' use.

Adapted to all presses, binders, stitchers, etc.

Special Counters for all purposes. *Write us your needs.*

Automatic Adding Machine Co.

146 Duane Street, New York



Built in Five Sizes — From 20 x 30 in. to 30 x 44 in.

The Value of a Press Depends Upon the Character of Its Work

and printers, specialty printers and boxmakers know just what The Gally Universal Cutting and Creasing Presses stand for.

When you buy a "Universal" you add to your equipment an asset that will not continually stare at you as an "eye-sore," but an investment that will produce high-class work every day in the year.

The Gally Universal Cutting and Creasing Presses

the best known for satisfactory services.

Our presses embody all of the features recognized as necessary to perfect printing-press construction, results, etc., and are made with sufficient strength to withstand long and powerful service; therefore, if you are on the market for perfect cutting and creasing on any stock the GALLY will answer the call.

We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request

The National Machine Company, Manufacturers, Hartford, Connecticut

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

50% Better Distribution on a Cottrell Press

Cottrell Presses Have Six Vibrating Rollers

Other Presses Have Only Four

All metal rollers on the Cottrell are direct geared with the bed, making their surface speed uniform with the table and form.

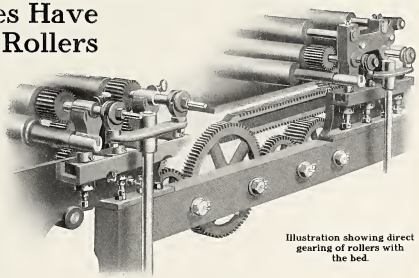


Illustration showing direct gearing of rollers with the bed.

SUCH a distribution means that the ink when it reaches the form rollers on a Cottrell New Series Two-Revolution Press is as thoroughly distributed as it is when the ink reaches the form on other presses. This is an important feature in the handling of high-grade work and saves time during make-ready and during every hour of the run besides giving an output superior to work obtained on machines having inferior distribution.

Other Indispensables that make the work on the Cottrell easier and more satisfactory:—A simplified convertible delivery that can be changed from fly to face up delivery in three minutes; all composition rollers, except the ductor roller, are interchangeable; a patent register controlling device and still others that are told about in our illustrated catalogue. May we send you one?

Keystone Type Foundry
General Selling Agents
Philadelphia New York Chicago Detroit
Atlanta Kansas City San Francisco

C. B. Cottrell & Sons Co.
Manufacturers
Works: Westerly, R. I.
25 Madison Square, North, New York
343 South Dearborn Street, Chicago

Set in Keystone's Girard and Harris Roman Series with 18 Point Border No. 18015. Printed on a No. 5 Cottrell

THE HARRIS ROMAN SERIES

5 Point Font $2 00 21 A $0 90 43 a $1 10

WHATEVER YOU DO, WORKMAN, SEE THAT IT IS DONE WELL Take heart, all who toil! all youths in humble situations, all in adverse circumstances. If it be but to drive the plow, strive to do well; It only to cut bolts, make good ones; or to blow the bellows, keep the iron hot. It is attention to business that lifts the feet higher up on the ladder. Employ thy time well, if thou meanest to gain leisure. 12456

6 Point Font $2 00 23 A $0 90 47 a $1 10

A GOOD WORKMAN IS, USUALLY, A GOOD CITIZEN

A Job slighted, because it is apparently unimportant, leads to habitual neglect, so that men degenerate, insensibly, into bad workmen. Training the hand and the eye to do work well, leads individuals to form correct habits in other 123456

8 Point Font $2 25 22 A $1 05 43 a $1 20

STOOD THOUSANDS OF DEGREES OF HEAT

A severe test of fireproof construction was made some time ago on a sky-scraper, sixteen stories high. The architects were directed to 123456789

9 Point Font $2 50 22 A $1 20 44 a $1 30

HUNDRED ENTRY BLANKS FURNISHED

Athletic events arranged to take place at the Picnic given by the Broad Street Church next Wednesday, September the Fourth 1234567890

10 Point Font $2 80 20 A $1 15 40 a $1 35

ELEMENTS CREATE GREAT DAMAGE

Fierce wind and rain storm devastated the country for miles about; houses unroofed and many trees uprooted last night 123456

12 Point Font $2 75 17 A $1 30 35 a $1 48

RUSHING TOWARD THE BEACH

Ocean breezes are a delight after a torrid day in the crowded city 12345

14 Point Font $3 00 13 A $1 40 28 a $1 60

ADMIRE STYLISH WOMEN

Handsome gowns displayed at the Ortone Horse Show 123456

18 Point Font $3 25 10 A $1 55 21 a $1 70

MONSTER CAPTURED

Giant Quadruped in Toils

20 Point Font $3 25 7 A $1 55 14 a $1 70

REAPS HARVEST

Farmer is Delighted

24 Point Font $3 50 6 A $1 75 11 a $1 75

CLOUDS ARE MOVING

Thunder Storms Brewing

30 Point Font $4 25 5 A $2 05 10 a $2 20

GARDENS BLOOM

Nature's Gala Attire

36 Point Font $5 00 4 A $2 60 7 a $2 40

WILD BEASTS

Animals Chained

42 Point Font $6 25 4 A $3 25 7 a $3 00

FRUIT SOLD

Choice Basket

48 Point Font $7 50 3 A $3 90 6 a $3 60

Hired Bands

60 Point Font $9 60 3 A $6 00 4 a $3 60

POUNDS

72 Point Font $11 55 3 A $7 00 4 a $4 00

Counted

KEYSTONE TYPE FOUNDRY

PHILADELPHIA NEW YORK CHICAGO DETROIT ATLANTA KANSAS CITY SAN FRANCISCO

Buckeye Covers
Single and Double Thick

It requires only a brief examination of any representative collection of up-to-date Catalogues, Booklets, Folders, etc., to show you that in this class of advertising the predominant papers to-day are BUCKEYE COVERS.

They are used *oftener* than any others because they can be used more *profitably* than any others — because *they pay better*, on *both sides of the printers' counter.*

They are the only *high-grade* covers used extensively by the large mail-order houses.

They are also the only "cheap" covers used extensively in the manufacture of high-grade Catalogues and Booklets. (*One out of every five* of all automobile catalogues issued this year had a BUCKEYE COVER.)

The price, on the one hand, is low enough to make BUCKEYE COVERS attractive to those advertisers who must keep their ·ts down.

The quality, on the other hand, is high enough to make them attractive to those advertisers who want the most effective printed matter they can get, regardless of its cost.

The *value* represented by this unique combination of high quality and and moderate price, is the reason why *you*, as a progressive printer, can *give more* for the money, and at the same time *get more* for your work, by using BUCKEYE COVERS.



The "Proofs" will be sent you free by prepaid express if requested on your business letter-head. Our new book, "The Principles and Practice of Direct Advertising," now in process of manufacture, may also be had for the asking.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

THERE'S A DEALER NEAR YOU:

BALTIMORE	Dobler & Mudge.
BIRMINGHAM	The Whitaker Paper Co.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CALGARY	John Martin Paper Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co. J. W. Butler Paper Co. The Chatfield & Woods Co. The Diam & Wing Paper Co.
CINCINNATI	The Whitaker Paper Co. The Cin'ti Cordage & Pa. Co. The Union Paper & Twine Co.
CLEVELAND	The Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DALLAS	Southwestern Paper Co.
DAYTON	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	Carpenter Paper Co.
DENVER	The Peters Paper Co.
EDMONTON	John Martin Paper Co.
GRAND RAPIDS	Central Michigan Paper Co.
HOUSTON	Southwestern Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co. Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
MEMPHIS	Taylor Paper Co.
MIDDLETOWN, O.	The Sabin Robbins Paper Co.
MILWAUKEE	The E. A. Bauer Co. Standard Paper Co.
MINNEAPOLIS	McClellan Paper Co.
MONTREAL	Howard Smith Paper Mills, Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND	Zellerbach Paper Co.
OKLAHOMA CITY	Western Newspaper Union
OMAHA	Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co. The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	Richmond Paper Co.
SPOKANE	American Type Founders Co.
SPRINGFIELD, MASS.	The Paper House of New England.
TOLEDO	The Central Ohio Paper Co.
TORONTO	The Wilson-Munroe Co., Ltd.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS

Henry Lindenmeyr & Sons, London, England.



Christmas Day

How slow, how slow!
Some nineteen hundred years ago
The Truth of Life was given.

How low, how low,
Men bend in sin and wrong and woe!
How far away from Heaven.

How far, how far,
Hope living gleams, as gleams a star,
Through death and desolation.

How high, how high,
Arises yet the faithful cry
"Hael, Thou Consolation."

"Q"

Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

Terms: United States and Canada, $3.00 a year, in advance.
Foreign, $3.85 a year.

Vol. 52 December, 1913 No. 3

Why I'm Not a Printer

By Harry W. Dennie

I AM not a printer, nor a pressman, nor a stereotyper, nor a mechanical man of any sort, though I wish I was, for believe me, any of them has the average "newspaper man" skinned several hundred times when it comes to the matter of wages, or hours, or both.

I certainly know. Many times I have been a reporter — yes, and even done "desk" work on some daily for eighteen or twenty dollars a week where the "machine man" didn't draw a cent less than twenty-four dollars, and from that up to thirty dollars, and sometimes even more. It was the same with a good man in the "ad." alley anywhere in the far West, and also with pressmen and stereotypers.

Now, in the afternoon of life, my chances of learning a trade are, of course, gone. But, at any rate, I have the satisfaction of knowing that I made strenuous efforts in my youth to "connect," for at different periods I had ambitions by turns to be a printer, a pressman, or a stereotyper. Fate, however, rudely thwarted me in each instance, nipping my desires ruthlessly in the bud, as it were.



I lasted three months.

I began life at the age of thirteen in San Francisco as a "boy" in a merchant tailor's store, where I lasted three months. One day the idiot, not being apparently aware of the

Entered as second-class matter, June 25, 1885, at the Postoffice, at Chicago, Illinois, under Act of March 3, 1879.

stupendous bargain he had in my services, "canned" me. Next I was a district messenger boy, but, again, the fools at the head of the office couldn't appreciate my sterling worth and in a month I was "bounced."

After loafing a week or so I spied a "boy wanted" ad. in a daily paper. The place was a job shop — one where they printed several trade papers. "Ha!" thought I, "I'll be a printer." I got the job, and was set to cleaning up the office of the concern. I didn't know until then just how dirty a printing-office could be. Evidently the last "boy" hadn't overtaxed himself, or — bright thought — maybe they never had any "last boy." The place certainly looked it.

However, I was "on the job," and won golden encomiums from the boss when I finished. "Gee!" said he, "you're sure the best boy we ever had here." You see, I certainly learned to sweep and dust in the tailor's shop if I didn't learn anything else. At noon, as I was going to lunch, I timidly asked what my wages were. Up to that time I hadn't had the nerve to inquire. "Two dollars a week's what we generally start 'em at," was the crushing reply of the boss. I said nothing, but went out — and never went back. Two dollars? Not for little Hennery. The tailor had paid me four, and the messenger office was a little better than that. Perish the idea! "Darn the printing business, anyway," said I.

Next year, when just turned fourteen, I went up to Portland, Oregon, and eventually got a job in a bag factory. They had three cylinder color presses there, but although I stuck to my place over two years, the longest I ever stayed on one job — or in one town since — I was never able to get into the pressroom. And I wanted to, because I had decided that my vocation in life would be that of a pressman. Not in the factory, though. Never. I'd get on a daily just as soon as I could save enough to get back down to dear old 'Frisco. Although the fare then was only twenty dollars it took me two years to do that because the billiard and pool tables in Portland had to



"Two dollars a week's what we start 'em at."

be paid for some way and I manfully bore my share in helping.

My appetite for newspaper presswork had been whetted by the description of the job of the head pressman of the *San Francisco Chronicle*, then by far the biggest sheet in the West. This description had been given me by one of the pressfeeders in the factory.

"That head pressman gets seventy-five dollars a week, and has a little office, with a Brussels carpet, to work in. He never touches his hands to a press," said my informant. That settled it, and for two years I dreamed of some day getting that fellow's job. After I returned to 'Frisco and visited the pressroom of the *Chronicle* one night, I knew that the Portland boy was a base fabricator. He had deceived me. There was no "office with a Brussels carpet," and the hands of the head pressman were so dirty that I knew he couldn't possibly keep a set of books. Besides, I didn't see any books there. Also, I found out later that he didn't get seventy-five dollars, nor hardly half that — this was back in '86, you know. "Shucks," said I, "I'll not be a pressman." Exit another dream.

Later on that summer I got another job, this time in an electrotyping and stereotyping factory, starting at five dollars a week. The place employed about twenty hands and was run by a couple of partners, the senior member being a choleric, white-headed old gazabo, who, for some reason, always regarded me with what I conceived to be unfriendly eyes. Part of my duties were to act as errand-boy and lug forms around to the various job shops in the city. This I didn't like, for they were always heavy. The junior partner, a German with a pronounced accent, was thrifty — very. My first name is Harry, but that always "got by" him.



Lug forms around to the various job shops.

"H-e-n-n-e-r-y", he would say, "go up by de I X L sdore yet und ged me some tobaggo." He'd hand me twenty-eight cents in exact change, because there they sold a thirty-cent sack "marked down." And that was the only place in San Francisco where you could pass pennies for tobacco then. They were rare on the Coast at that time.

He was a constant smoker, and a sack usually lasted him two days. But he never gave me a cent in tips. Wherefore I early learned to despise frugality.

One day, after I had been in the shop about five weeks, I was introduced to a new job. This concerned some process connected with electrotyping. I have forgotten what, but one item was to pour boiling water over a sort of sheet, something like a matrix. An ordinary teakettle holding the cold water was set in a big basin of metal, the operator holding the handle meantime, and in a few seconds the contents were boiling. Then the kettle would be removed and the pouring process gone through.

I did this successfully for several days. Then one day I didn't. A piece of rubber hose about a foot long was attached to the faucet, and after the kettle had been filled and the water turned off, it was customary to shake the hose and let the remaining drops fall into the kettle before removing the hose. That prevented any of the cold water getting into the metal and thereby creating a "ruction."

That bright, particular day I forgot to shake the hose, and "pouf" — in a second the red-hot metal had spattered all over my face and in my front hair, for I was wearing a straw hat tilted away back on my head. I had some hair then, incidentally. Now — but we'll pass that painful subject, please. Miraculously, none of the stuff entered my eyes, though I was almost blinded temporarily by the shock and the hot metal getting all over the rest of my face. Naturally, I dropped the kettle handle and staggered away, while the old boss rushed over and rescued it just in time to prevent it capsizing entirely. Then he spoke to me in what seemed to be an irritated tone. "Get out of here, you d——d fool before you kill yourself and everybody else — and stay out." The abruptness of his manner and the expression of his face convinced me that it would be just as well to ignore his unfeeling words, so I left, merely stopping at the cashier's window to get my wages.



"Get out of here, you d—d fool."

And I then and there concluded that I would never be a stereotyper. But, as you see, I did the best I could to be a mechanical man. Didn't I?

Costly Tricks of Style

By an Old-timer



I AM the same old-timer that could not come back, and I have something more to say about old times, but still more of the present and the future. The establishment where the conditions as to time, etc., did not suit me, furnishes the basis of this writing, also, which likewise deals with matters that affect efficiency. Here was a printing-office where economy was the fetish of the management, with some tricks of fad and fancy which to my old-fogy mind were sadly obstructive to efficiency.

Economy as used here should not be understood to mean merely procuring everything as cheaply as possible to keep down expense. Every one knows nowadays, or learns at great cost, that that is false economy. Real economy is thrifty management that insures final good results with the least possible waste. Sometimes this kind of economy demands high initial expenditure, but great care in selecting. And this is as true of the hiring of men as it is of making purchases, whether of materials or machinery. In the office of which I write, the best material was always bought, and plenty of it, and the best men were always sought, and they were well paid, though some were, as I think, overworked.

Those who were especially overworked were the proofreaders. It is a very strange thing to me to see the difference in estimation of the proofreader between the present and the old time. All my earlier experience had shown the proofreader generally, though not always, esteemed as a man of so much mentality that his working hours should necessarily be shorter than those of purely mechanical workers. I hold strongly to this old-fashioned notion. A conscientious mental worker simply can not in the long run work up to his full capability a regular nine-hour day. He is like a race-horse that can run a very fast mile, but can not run a second mile so fast. I am confident that a good, conscientious proofreader will do as much and as good work in a week of eight-hour days as in one of nine-hour days, if not more. Really good proofreaders are scarce, and one who really does good work is well worth keeping, even at the expense of high wages and a short day, and much too well worth while to spoil him by slave-driving methods.

The company of whose composition department I now write is composed of gentlemen who would be least likely to desire anything they could think of as slave-driving; yet some things are done in their establishment that I can not classify by any softer term. These things



arise mainly as naturally incidental to arrangements for the guidance of a small army of people whose work can be measured only by the amount of time devoted to it, and who might dislike to see a set of workers in the same room with them favored as to time. For there the proofreaders are ranged along one side of the composing-room, without even a partition. The proofreaders should be in a separate room, away from the noise and annoyance.

Some of the costly fussiness in that office may have been caused by orders or requests from the editorial or the publishing department, but I suspect that much of it was due to the manager's personal whims. Among the numerous special instructions enforced, those apparently held most important, were mainly relative to matters commonly accounted trivial. Real economy would be greatly furthered by less attention to minute particulars of typography, especially by a lessened demand for strict compliance by proofreaders. This could be partly compensated by securing more careful work from compositors, though of course one can not expect perfection in composition, except from an occasional expert typesetter or operator. So much is demanded of the proofreader in literary verification and correction that it is well worth while to encumber him as little as possible with minutiæ of formal detail of a kind that no one but a printer would notice.

Perhaps I had better specify some of the things I mean right here. Readers were held very closely to these rules: Never allow three divisions in succession. Never pass a division on the last full line of a paragraph. Never let a dash stand at the beginning of a line (strangely, there seemed to be no objection to one at the end). Never leave three lines beginning or ending with the same word. These rules were inviolable, no matter how much work had to be done in correcting.

Each of these rules points out a betterment in effect, and each has had some vogue among printers, but I have never known another office where they were so strictly enforced, regardless of cost. They are the ones which should be enforced among the compositors as far as possible, and from which proofreaders should be relieved as much as possible. I think it worth while to know what T. L. De Vinne says about such things in his book "Correct Composition." Mr. De Vinne is very particular about typography, yet in this book each but one of the rules mentioned is violated. Here are some quotations from the book:

"Long words have to be divided occasionally even in a very broad measure. Although the divisions are unavoidable, the prejudice still holds that the breaking of a word is a misfortune to be deplored when it is not a fault to be condemned."

"The time wasted in overrunning and respacing lines to avoid divisions objected to by proofreader and author is a serious tax upon the cost of composition — not less in the aggregate than one-fifth the cost of typesetting alone. To correct the supposed fault, words may have to be spaced wide in one line and close in the next line, to a much greater disfigurement of the composition."

"Assuming that all divisions are blemishes, some printing houses try to put these rules in practice: avoid divisions in three consecutive lines, in the first and last lines of any paragraph or page, in the proper name of any person or place. A strict compliance with all these rules is impracticable."

Mr. De Vinne says elsewhere that "we must be content with approximations to an ideal but unreached standard." In his book is one page on which the first line and each of the last two lines end with hyphens. Where such details are subjected to inflexible correction at any cost there is inevitable and foolish waste.

In the office referred to, three periodicals are produced, each having its distinctive style. Many things must be one way for one of them and different for another. Yet there is no style-card in the office, and all the variations must be remembered by the proofreaders. These periodicals as published show careful proofreading, but it would not be hard to show that just as good results could be had from a much smaller force that was not so much bothered with fads and fancies.

Printers of Note—Richard Grafton

By Walter C. Bleloch

ANOTHER prominent printer of the early days of the art of whose previous life very little is known, is Richard Grafton, a printer of England, said to have been a London merchant at the time he became interested in printing, and who succeeded Pynson as "King's Printer."

According to some authorities, Grafton was connected with the printing of Tyndale's translations of the New Testament at Antwerp, in 1526, while, according to others, his first effort was with Edward Whitchurch, in 1535-1537, when he, in company with Whitchurch, was connected with the printing of the first edition of Coverdale's translation of the Bible. It is said that but a small edition was printed, and in 1538, according to some authorities, both Grafton and Whitchurch were sent to Paris by Cromwell to have another edition

printed, Coverdale being also sent to edit the work. It is a matter of great regret that the authorities consulted do not all agree upon these most important details of Grafton's early days. There is certainly a variance of opinion concerning the years in which the Bibles in question were printed and also in regard to the different editions thereof.

This second edition, said to have been dedicated to Cromwell, is considered by some authorities as being the first book to bear Grafton's name and was only completed after strenuous efforts. When the work was well on the road to completion, the French Government ordered it stopped, and seized the type and presses; Grafton, Whitchurch and Coverdale fortunately escaped to England. The sheets that had been printed were ordered burned, but, owing to the cupidity of those in charge of their destruction, were sold to a local merchant for use as wrapping paper. Upon Grafton's return to Paris, he located the sheets and secured possession of them once again; with the assistance of Cromwell he also bought back the type and presses and moved the entire outfit to England. When finally published, this Bible was known as the "Great Bible," and also as the "Cromwell Bible," by reason of the coat-of-arms of Cromwell having been printed upon the title-page.



Richard Grafton's Mark

In 1540 Grafton was arrested and thrown into prison for printing these two editions of the Bible "without notes," and was released after having been fined and required to deposit a bond not to print or cause to be printed any further editions of the Bible until the king and the clergy could sanction a translation that would conform to their own ideas. In 1543 he received a license to print a number of religious and educational works, losing the license in 1553 when he published the proclamation of Lady Jane Grey, and for which he was once again thrown into prison.

Grafton, while in prison, improved his time arranging a history of England which he published in 1562, and which appears to have been his last work of importance, although Grafton is best known by his work in connection with the printing of the English Bible. A few years later he met with an accident, as a result of which he was lame for the rest of his life, dying about 1572.

All told, Grafton is said to have published about sixty works, most of them bearing his unique imprint, consisting of a tree grafted onto and growing out of a tun.

"On the Street"



No. 3

By William Ernest

I NOW boast of a few steady customers—that is, I have become acquainted with the buyers for several concerns and visit them regularly, occasionally landing orders and semi-occasionally losing them. But "it's all in the game," as the old saw goes, and I want to be placed on the amateur's record as saying that "selling printing is *some* game."

It is actually pitiful to see how some printers, especially the little fellows, will rush headlong into poor health and bankruptcy in order to keep busy. They will give figures which, according to our cost system, barely cover cost of stock and presswork. I recently lost a job of ten thousand six-sheet sets of order blanks because, as I found out afterward, the printer who underbid me had, with the help of his wife and daughter, gathered the sheets at night and charged nothing for that operation.

At this stage I bring in perhaps one-fifth of the work I figure on, but that proportion will no doubt be increased by further experience.

I am developing a little self-confidence, stick-to-it-iveness, and aggressiveness when necessary, besides learning more about estimating and cost accounting every day. Perhaps after all I will make a success of this venture. Here's hoping.

In the last few weeks I have learned some of the "tricks of the selling game" — as one old-timer expresses it — some by actual experiences, others by hearsay. "There is more than one way to skin a cat," and I have found that the more a salesman knows about the "ins and outs" of the business, the more pelts he gets.

Some time ago one of my customers telephoned for me to come over and give him a price on a reprint of ten thousand time-sheets, printed on light-weight ledger stock. As I was leaving, our office manager told me to bring back a clean sheet, if I could, and not to fold it. I had no idea at the time why he should make this request, nor did I ask, for I knew he would explain later. Fortunately I was able to carry out his instructions, as my customer, bless his heart, did not require that I should give a price without careful consideration of the job. He is one of the few buyers I have met who will admit that many concerns get their printing done cheaply by calling in ten or a dozen salesmen and giving the work to the one who makes the biggest mistake. That, in my humble opinion, is one of the reasons of so many failures among

small concerns and of so much cut-throat competition. The large buyers use the selling power of their firms to get cheap prices on their printing. One must admit that the greater the amount of printing a firm gives out in a year, the more anxious printers are to get the work and the greater is the competition.

But I am wandering. When I returned to the office and handed the time-sheet to the office manager, who, by the way, O. K.'s all my estimates, I was surprised to find that he figured on having a zinc etching made from the printed sheet. This would cost $3, whereas if set up by hand the composition of the job would cost, according to our selling price, about $9. I got the job.

To experienced salesmen, this may be an old stunt, but it strikes me as rather a good idea to cut down cost when the copy is well printed and will allow of a good, clean reproduction.

On many forms of order blanks, bills of lading, etc., the amount of the last run, the date, and the initials of the firm are indicated in small letters and figures. If a salesman is figuring on work of this kind and wants to know about what the customer would pay for a job, he can, as I am told some do, call up the printer, representing himself as the customer, stating that he is contemplating reprinting the form and, having lost the last bill, would like to know what it had previously cost him. Many printers are too foxy to be caught by this scheme, and any salesman who would resort to such an underhanded method ought to be caught, but it is a trick, nevertheless.

Sometimes a printer will take advantage of the ignorance of a customer. One of my customers recently told me of an experience he had with a concern of this kind. It is an illustration of poor business principles, and no doubt was perpetrated to cover up a mistake in estimating. This particular printing firm makes a specialty of offset work. The buyer had very little idea of offset printing, but, knowing it to be a modern process, and he being a progressive business man, thought that perhaps an advertising booklet gotten out by this process would prove timely and profitable. So he placed the order, paying a stiff price for offset work. About three months after the booklets were delivered he happened to notice that there was an impression on the pages. The fact of the matter was he had gotten a very cleverly handled letter-press job, but had paid for offset work. It goes without saying that said printing firm has, for all time, lost this man's business. So did it pay to cover up, as we will suppose, a wrong estimate on one job and lose a good customer's future patronage?

This same buyer told me of another experience which illustrates



the value of service. On giving an order for five thousand twenty-four-page booklets he specifically stated that delivery was to be made not later than two weeks after the date of the final O. K. He had been doing business for several months with the printer to whom the job was given and did not require a written quotation, which, by the way, would have protected him in this matter. It took *five* weeks for the job to go through the shop — a half-million dollar plant — and by that time the advertising value of the booklets had been materially lessened, as they were a little out of season. So I reiterate that, in my experience, price is the first consideration with most buyers, quality next, service last; and, by the way, I haven't as yet been contradicted.

It is a very simple matter for one who is not selling printing, but who has good ideas about what constitutes quality, to sit inside and contradict the fact that price and service cut such a figure. No doubt a good salesman can convince many customers that quality pays in the long run, but it takes a long time to educate a man to appreciate the value of high-class work and wean him away from the all-present commercial outlook.

It is a time-worn stunt for some salesmen to give low prices on a new customer's work, then to raise the prices to normal when he feels that he has the business coming his way. I tried this, but perhaps I was not clever enough to carry it through, for the buyer told me point blank that he knew what I was trying to do and that he had had too much experience in buying printing to allow a salesman to put anything like that over on him. In this respect, I have learned my lesson and am wiser for it.

I know exactly at what price I must sell composition to make a profit for the firm, what I must charge for cylinder and platen press-work, cutting stock, bindery work, etc., and to give prices lower than these costs is to disregard the value of cost systems and place my house outside the ranks of legitimate printers who have organized for the purpose of establishing a uniform cost system.

At one time I had the privilege of figuring on two hundred thousand two-fold circulars to be printed in two colors. As is the usual custom in our office, and it is a mighty good one I believe, the quotations were carefully typewritten to include every operation that the job would go through. The folding was quite a consideration, as it necessitated hand work. I submitted our quotations in person, to be informed that my price was entirely too high, but was asked to revise my figures if possible. A natural curiosity impelled me to inquire into the details



of my competitor's quotations, and, lo and behold, he had not included the folding of the job. Perhaps he could have folded it cheaper than I, but the buyer immediately lost confidence in him and gave me the work without asking for a revised quotation from the other printer.

Perhaps this was a trick, and perhaps not, but in any event, it came near going through, and one can imagine what the outcome would be. The folding could have been charged for extra.

Some of the ways and means printers devise in order to secure work would make very interesting reading, and I trust that there are some experienced salesmen who will get as far as this paragraph and enlighten us poor amateurs. Not that these tricks do any good particularly, but it is no harm to know them, for sometimes we can protect our customers through that knowledge.

There is no better way to study human nature, I believe, than to go on the street. Tacked in a conspicuous place on the desk of one of my customers is a sign which is characteristic of the man. It explains in a humorous tone how his time is taken up. This is the card:

OFFICE HOURS

Collections of church subscriptions . .	9 to 10
Agents and advertising men	10 to 11
People with funny stories	11 to 12
Ladies with tickets for sale	12 to 4
People with brain storms	4 to 5

Balance of the day for miscellaneous work. We attend to our own business at night.

The first call I made on this buyer was between the hours of four and five, whereas, as can be seen by the card, I should have called between the hours of ten and eleven. But I had spied that card, and with all the reckless abandon of a Smart Aleck salesman, I stated that I had a brain storm and had the privilege of calling on him at that time. Nine men out of ten would have told me to go where the snow never falls, but it just happened to hit his funny bone, and, therefore, through poor judgment I have made one customer.

Sometimes a salesman can suggest to a customer ideas that will effect a great saving of money, and I had the chance one time to do this when asked to submit a price on a sporting-goods catalogue. The catalogue of the previous year contained many illustrations and was gotten

up in a way that necessitated running the matter around the cuts, which, of course, makes composition very expensive. I suggested that the cuts be arranged together at the top of each page and numbered, with the descriptive matter keyed below with the same numbers. That would practically make the composition straight matter, still getting all the illustrations into the page in a neat and pleasing manner. Of course, this is not an original idea by any means, but it seemed to take very well with the buyer.



It has been my observation that the majority of printing salesmen pay too little attention to the work in which their customers or prospective customers are engaged. I have developed an idea which seems to be working very nicely. From magazines and trade journals I cut out the advertisements of concerns in my city that use printed matter; then I make a study of their advertising, and on the first call can talk somewhat intelligently about their business — if I get the chance. I know whether they do any circular advertising or use any catalogues or booklets, and that is a great help. All of my cut-out advertisements I arrange alphabetically in a letter file, and keep a memorandum of the results of my calls on "prospect follow-up cards," which I always carry.

By looking over the magazines and trade journals each month a salesman can get a line on what specialty his customers or prospective customers are boosting, and this sometimes offers good suggestions for preliminary ideas.

Advertising Printing—A Profitable Field

By Everett R. Roeder

THE average business man wants to spend just as much for printing for advertising purposes as will pay him. To this man the cost of advertising printed matter is an expense or an investment, and it must yield a return before he can count it a profitable outlay. Many live business men have tried it and dropped it. It did not pay. Every time one of them dropped out, the printers lost business. And sometimes it was the fault of a printer that it did not pay.

Not only ought these derelicts to be brought back into the fold, but there is a world of new business that can be created. Right here is an opportunity for real salesmanship — not simply picking up orders, but creating new steady users of printed matter.



But the man who lands this business must be more than a mere solicitor, picking up waiting orders. He must be master of his trade; must know its possibilities and its limitations. He must know business in general and printing in particular, and be able to mix brains and originality with ink. This kind of man has an unlimited field for flooding the shop with new business, for the business man is waiting with open arms for new ideas that will increase his profits.

The key-note of advertising printing is consistency. The printed matter should reflect the personality of the house issuing it. It should be in keeping with the merchandise advertised. It should also be remembered that not all goods are of such a nature that their sale will support expensive literature. A piano house might profitably indulge in a catalogue costing as much as $1 a copy. But if a firm making a single article selling at $1 or $1.50 attempted a catalogue like that it would be simply a quick route to the bankruptcy court.

This does not mean that the printer ought to discourage the use of high-grade printed matter. Far from it. But it does mean that the printer, knowing the price within which it is desired or is necessary to keep the job, ought to make an earnest effort and use his wits and ingenuity to keep within those bounds.

Help your customer to make his advertising pay. Help him to keep down his printing costs. Don't persuade him to cheapen his printing. On the contrary, use your efforts to prevent this. But do everything within your power to see that he obtains maximum results at minimum costs. This will make the use of printed matter a paying proposition, and the customer will use more of it. So the printer in the long run will profit generously.

This is where the printer can put a clincher on future business. If he makes the buyer's interests his interests, he will find the buyer glad to advise with him and let him shoulder some of the responsibility. For all of which the printer gets more business and a good profit.

THE CLERGY GIVES US GHOSTLY AID,
THE DOCTORS SAVE OUR HEALTH,
THE LAWYERS SAVE US FROM THE LAW,
BUT—
THE PRINTER
MAKES
OUR WEALTH!

Increasing Business in the Country Newspaper Office



By Hinton Gilmore

EDITORS of country newspapers sometimes bemoan the hard times that beset the rural journalist. As a rule, though, most of them are "sawing wood" and laying something by for a rainy day.

A Louisiana editor decided to attract general notice for his weekly paper. He secured a polling list of the parish and, after three weeks of inquiry and preparation, printed a special edition which contained a "personal" of some sort or another about every mother's son of legal age in the parish. Such prodigious industry was rewarded within a month by seventy-five new subscriptions from folks who were pleased at seeing their names in the paper.

An Illinois publisher was troubled by a circulation list that contained much "dead wood." It was decided to strip the list. Two weeks before this was done an intensely interesting serial story was launched. After two issues the "deadheads" were cut off, with the result that some twenty cash subscriptions came from those who were finding the serial of engrossing interest.

A Kentucky editor who was well acquainted with the town banker got a list of his depositors. To each depositor, who was not already a subscriber, he sent an unsigned check for $1, made payable to the newspaper. With the check went a letter which explained: "If you'll sign the enclosed check and send it back in the enclosed stamped envelope, we'll send the *Courier* to you for a year and we'll both be well pleased." The act of subscribing was thus made so easy that a gratifying number signed the checks.

A West Virginia weekly had a job-printing outfit to supplement the general income. Business was slow, but the publisher had ideas. He ordered his printer to set up a letter-head and envelope return forms for a leading general store in the town. It was a well-arranged job, and printed samples were sent to the merchant with this note: "We'll send you one thousand of these letter-heads and one thousand envelopes for $8.50 if you'll order right away." The plan proved a success; and now, whenever work runs low, forms are set up for "John Burkhardt, proprietor Maplewood Farm," or "Silas Mayfield, dealer in Fancy Poland China Hogs," and the ruralists are so progressive these days that enough business is fished up from the farms to keep the printshop fairly busy.

Our Christmas Tree

By C. B. M.

On Arbor Day us kids all go to planting trees,
and sing
How wonderful the providence that fruit and
blossoms bring.
Our teacher always says that we are like the
busy bees
If we kind thoughts and wishes have, and do
not fight or tease.
The bees they bring the pollen stuff and dust
it all about,
And then the trees begin to sneeze and
blossoms all pop out.
So if we spread kind thoughts and deeds just
as the bees do pollen
We'll help the world along a lot and cheer the
sad and fallen.
I didn't plant a Christmas tree, but now I
wish I had,
To sprinkle it with all I wish to make folks
all be glad.
I'd wish and wish to Christmas time, and
then right on the tree
They'd see the things I wished for them and
what they'd wished for me.



EDITORIAL

MAN makes the world he lives in. Christmas is the season of feasting and jollity. It is the season of moral housecleaning, when a determined effort is made to sweep out enmities and cankerous feelings and let in "sweetness and light," sprinkling the dust of discord with the waters of reconciliation. While these suggestions are holding your attention, dear readers, we want to wish you all "A Merry Christmas and a Happy New Year."

On Having No Talent.

We want to offer a word or two of encouragement to such of our readers as belong to that numerous body of workers who give up striving to acquire skill in any handicraft or accomplishment because they think they have "no talent" in the particular line they abandon. Suppose we look at the imaginary condition in this way: There is nothing in the graphic arts that I can afford to ignore. There is no crumb of information that I can afford to neglect. But — to make myself capable of recognizing and assimilating information and knowledge so that they shall wait on opportunity is the first great need. Let me consider how I am made. My mind conceives. My hands execute. The desire and aim of my mind directs my hands, but if I have not been schooling my hands to obey my mind in other ways for other things their obedience to my mind will not be very satisfactory at first. If because of this I am disappointed and stop further effort, ascribing my failure to my "having no talent," I make a serious mistake. By repeating the same message over and over again from the mind to the hands, the hands learn to obey more quickly and more exactly. The faculties we are born to, so to speak, are not equal. Some of us have feeble bodies and powerful minds; some have feeble minds and powerful bodies. These are the extremes; the variation is not very great in the mass of people. The development of the will to make the best of the human machine, by insisting on regular and sustained training of mind and body to work together, is a need that must be iterated and reiterated for the encouragement of our youth as the road to excellence.

Some printers give up the work of lettering in the I. T. U. Course, for instance, because they say they have no talent. Now, the ability to make a letter leads to so much that is of the greatest importance to a printer that giving up after the first few trials impresses those who know with a sense of regret and pity, such as all must feel at the sight of something valuable being thrown away. "The first step to knowledge is self-distrust," said the writers of "Guesses at Truth." But — "If A'm bate, A'm bate; an' mony a better man than me hes been bate. But ding me, A'll tak the dust out o' him, onyway," the Ulster man said before he fought the miller. And this is the spirit that wins, an undaunted effort in the face of failure; for no man fails until he himself decides.

The Employee and Cost Accounting.

F. I. Ellick offers a very interesting and stirring suggestion to the readers of the *Typographical Journal* in showing them the way in which they can aid the good work of finding the cost of producing printing. The importance of reporting the actual time used in doing a piece of work is obvious. The desirability of doing that work in the most economical and effective way is also obvious. The printer is quite willing and ready to do his part. But he has little if any say in how a job shall be executed, and the process of marking his time is not at his discretion. On the face of it, therefore, the effort of the printer to make prosperity for the house he works for is in the right direction, but the openings for the diversion of his efforts are many. A good crew is a big help, but a dunderheaded and greedy captain may lose the ship. However effective and diligent the producing force may be, an inefficient and overreaching administration will nullify its efforts. Yet whatever blame comes from failure comes upon the producing force. If a printer is to prosper as his house prospers, we will have the wage problem settled in good shape. But a dollar or two a week more than the scale and an assurance of continuity of employment hardly reaches the expectations of the man who is told that he "will prosper with the

prosperity of the business." The employee's study of cost accounting will assuredly show him that the end he is holding up is the big end. The eight-hour day and the wage increases forced the cost-accounting campaign. The printers made this condition. But they also made a condition which makes the opportunity of going into business for themselves increasingly difficult. We are greatly pleased with Mr. Ellick's first effort in the *Typographical Journal,* partly because we have a partiality for the dramatic, and his name as a contributor to those interesting pages indicates the good time coming, when his ability as an accountant will be enlarged with a knowledge of economics to the advantage of the readers of the *Journal* and ultimately to employing printers generally.

The Engraver's Prover.

It is the prover in the engraving house that sells the plate. This is an axiom. The engraver's proof is accepted as the sole evidence of the excellence of the plate. This evidence would not be satisfactory, however, to the engraver himself. He knows better if the printer does not. The printer does not trouble himself much to look below the surface of things. The depth of an etching as affecting its printing quality is to him just so much josh. If the pressman can not get the same result on a cylinder press as the engraver exhibited in his proof, then there is something wrong with the pressman, the ink, the paper, the rollers, the press, or the weather.

Pressmen find the greatest trouble with vignetted engravings filling up in the "phantom" gradations to pure white. This is caused by a weak dot and a shallow etch. The weak dot and the shallow etch are the result of hastening the etching by swabbing and by the side washing of the etching fluid. The test of the plate for these defects is chalking up and rubbing the fingers over the engraved surface, not the etched lines. The depth of the etching will be shown by the extent to which the chalk is retained. If it is readily wiped out the engraving will not print well. Care must be taken to wash out the chalk thoroughly or the plate will gum up in printing. The engraver's proof is all right as far as it goes, but it does not go all the way.

The Typothetae and the Clubs.

Employing printers will have one organization sooner or later. We learn a little slowly, but repeated bumps tend to inculcate wisdom and discretion. A printer who is not a natural joiner, when asked to join a trade organization wants to know "What for?" After he has been told, more or less to his satisfaction, he wants to know "How much is it?" When he is informed on this point, he is in a position to figure out how much of the program can be carried out with the contribution the members are to make in initiation fees, dues and assessments. The contribution he himself must make in sustaining the objects of the organization, by his own personal aid, by his regular attendance at the meetings, by the expression of his views, by his vote on all questions, by work in committees, and in all the activities that go to make up the duties of an active member, is all too frequently lost sight of. The average member takes a very flaccid and perfunctory interest in organization work until something comes along that hits him directly in the pocketbook. Then he becomes a critic of all that has been done.

As a matter of fact no organization ever measures up to its possibilities. There will always be backsliders, slinkers and evaders, but good work is done in spite of these. A member may express disgust because he can see no benefit coming from the campaign in cost education. He may have lost some jobs because some brother members took the work at lower figures, and voices the opinion that the organization is just a "come-along" designed to sting the innocent and confiding, such as himself.

A little philosophy must show the folly of this attitude. Cut prices are made not because of organization but in spite of it. The principle can not be blamed because one who claims to adhere to it is false to it. It is disheartening of course to go to meetings and find a scattering few when a full house should be present. Instead of throwing up our hands on such occasions and absenting ourselves from future meetings it is our duty to stick to the idea of organization. It does not matter if you are a member of the Typothetæ, Ben Franklin Club, Master Printers' Association, or Board of Trade. Get to the meetings anyhow. We are all printers. We all want to better our condition. Our aim is the same. Our only difference is the difference of view as to how our object may be best effected. There is surely no need for rancorous feelings, irritation or depression in the outlook. We are going to have one organization some time. The details will have to be thrashed out. Well, thrash them out. Relieve your mind, brother printer, of your views; open your mouth and make your roar against what you think is wrong or for what you think is right. But attend the meetings and do it. Rip up everything you think is wrong, and mightily extol what you think is right, but don't sit back in the seclusion of your office to backcap. Jam yourself forward for one organization.

The Square Inch.

Area instead of quality as a selling basis was one of the first errors of the first engravers, and those who followed them have been struggling to get away from it ever since. The evil of this error is most notable in colorwork. Going through the Art Institute of Chicago some time ago a visitor observed a student making a study from a landscape painting. The reproduction was very exact, and the visitor commented on that fact to his escort, one of the faculty. He was informed, "Oh, that is a very simple thing — quite easy." But if that simple and quite easy subject was submitted to an engraver and a very complex and uneasy subject also, for reproduction in four-color halftones, the square-inch price would be applied to both. The engraver might make the profit on the easy subject and lose more than his profit on the entire contract on the complex and difficult subject. Those who have not seen a careful etcher at work can not fully appreciate the minute and watchful care that is exercised in order to get an effect that seems in itself absurdly trifling. Nor can they fully appreciate the time and pains expended to acquire that sixth sense which tells when the time of the etch is about right, and that examination of its progress must become closer and closer. Here we come into the realm of art, and art is not measured by the square inch but by art itself. The engravers would make more progress, perhaps, if they would add to their cost-accounting educational program a campaign for educating the buying public.

On the Appointment of James M. Lynch as Commissioner of Labor.

The appointment of James M. Lynch to an important political position in New York State removes from craft activities a figure who made his impress on the sixth industry. During his long term of thirteen years in the international arena Mr. Lynch showed himself a many-sided big man.

In a fight his blows were sturdy and his strategy capable — so capable that the candid George H. Ellis, who opposed him, commended the financing of the eight-hour strike in one of his reports to the United Typothetæ. As a negotiator for his people and a mediator of disputes between employers and employees, the long season of industrial peace in the newspaper field bears witness to his efficiency, for Mr. Lynch can justly claim more than one man's share of honor for that achievement. On several occasions when printing-office employees became panic-stricken and the anti-contract men were bent on breaking the bonds, Lynch was not swerved from the narrow path of duty. In a mist of misunderstandings, surcharged with passion, and amid a gale of invective and vituperation, his voice rang out clear and unmistakable. He repudiated the doctrine "My union; right or wrong, my union!" He faced the distemper of the moment with the emphatic declaration that the union must be right before it would get his support — before he would refrain from fighting it. In the rush of things such deeds are regarded lightly and are soon forgotten. But in so far as the newspaper world is making any demonstration of the feasibility of industrial peace, such acts as these on the part of men like Lynch have made that demonstration possible.

In the upbuilding of his organization Mr. Lynch has done a man's work and done it well. What with its old-age pensions, its mortuary benefits, its home, its immense surplus, the union that was known as slow pay a quarter of a century ago is now regarded as a model of business efficiency by business men.

THE INLAND PRINTER became acquainted with Mr. Lynch when he coöperated with it in developing the I. T. U. Course of Instruction in Printing. Then we got a glimpse of his desire to help his fellow-craftsmen to a better and more satisfactory life and to have his organization actively identified with any beneficial movement. The broad and liberal plan on which that Course is conducted expresses Mr. Lynch's mind on the subject, as he was the author of some of the most liberal features.

Proud as he may be of the tangible evidences of his presidency, when Mr. Lynch closed the door of his office, probably what gave him the greatest gratification was that he left the union at peace with the world. If he had regret, we surmise it was because he had been compelled to fight for what he regarded as the rights and privileges of those whom he served.

Mr. Lynch got his present appointment from the hands of an employing printer — Governor Glynn, of New York — and we feel sure the entire craft will wish him still further honors.

As we understand it, the Commissioner of Labor of New York is required to enforce so-called "social-justice" laws. As Mr. Lynch has spent his life doing for others, we feel it a superfluity to wish him success — he will command it.

MILTON neither aspired to present fame, nor even expected it. His high ambition was, to use his own words, "To leave something so written, to after ages, that they should not willingly let it die." And Cato finally observed, he would much rather posterity should ask why no statues were erected to him, than why they were.— *Colton.*



"THE CHRISTMAS TREE."

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Engraving Industry and the New Tariff.

J. W. B., Boston, writes: "I have just been looking through my files of THE INLAND PRINTER for an article on the new tariff and its relation to the engraving business without finding such an article. Won't you please tell us how it affects our business?"

Answer.— It was expected that the new tariff would be read by every one interested so it was not noticed here. The following items are probably the ones of most interest: Half-tone plates, photogravure plates, photoengraved plates, steel plates engraved, stereotype plates, electrotype plates and other plates engraved for printing, pay a duty of fifteen per cent ad valorem. Steel plates, dies and rolls suitable for use in engraving and printing bonds, stock certificates and securities, are admitted free of duty. And so also are all editions printed from "etchings," "engravings" and "woodcuts" printed by hand from plates or blocks etched or engraved with hand tools and not such as are printed from plates and blocks etched or engraved by photochemical or other mechanical processes. In the matter of supplies: Acids, collodion and zinc sheets pay fifteen per cent of their value. Copper in sheets pays but five per cent ad valorem, while iodin resublimed, and dragon's-blood are admitted free of duty.

High-light Half-tone Negatives.

Albert Neumann, St. Louis, writes: "I want some information about making high-light half-tone negatives. The plateholder I use carries the half-tone screen as well as the wet plate. Any help you can give me in this matter will be greatly appreciated."

Answer.—As your plateholder carries the screen as well as the wet plate, it does not seem possible for you to make high-light half-tone negatives with it. The customary way to make these negatives is to make an exposure through the screen as usual and then move the screen out of the way and give a slight exposure to the copy direct in order to close up the high lights so that they may fill up entirely during intensification. You can see the difficulty of doing that with your outfit. Modern half-tone cameras are made to carry the screen in the camera. After the regular exposure is made through the screen, by operating a lever at the side, the screen is moved forward so as to be out of focus while the exposure is made to close up the high lights. Other cameras are made with the screen in the camera but hinged so that it can be swung out of the way during the high-light exposure. The ideal camera for this work would be one that not only swings the screen out of the way for the second exposure, but swings in its place a plate glass of the same thickness, or refractive index, as the glass of the screen, so that there will be no change in the register between the image reaching the sensitive plate through the screen and the image reaching the plate when the screen is removed. It is only with such a camera that correct high-light half-tone negatives can be made.

Half-tone and Line Negatives Vary in Size.

"Mystery," London, asks this question of *Process Work:* "Why doesn't a line negative come the same size as a half-tone? I have made negatives for four-color printing — yellow, red and blue in half-tone, with the fourth printing in line. I find the three half-tones register perfectly, but the line is a trifle out."

Answer.— If a photographer will focus a line subject to a certain size and then introduce a half-tone screen and measure the image of the line subject again as it is filtered through the half-tone screen he will find that the size has changed so that the line negative and the half-tone negative, made from the same line subject, in exactly the same focus, will not register owing to the diffraction of the rays of light when passing through the half-tone screen. The way to remedy this would be to use a piece of plate glass the thickness of the half-tone screen when making the line negative. So also when making negatives through color filters it will be necessary to use a piece of crystal plate glass the same thickness as the filters, when making a negative from line copy, if it is required to register with the color-plates. It is recommended, when focusing colorwork to a definite size, to focus through the green or red filter, as the eye is deceived as to the size should the blue filter be used.

Screen Distance Again.

P. R. Ropey, Brooklyn, wants to know if there are any rules published governing the selection of the screen distance in half-tone negative making.

Answer.— The rules governing screen distance are as fixed as the multiplication table. They have been stated in various forms in this column. Here is the way W. T. Wilkinson expresses them: "The factors governing screen distance are the stop or diaphragm, the camera extension, and the number of lines with which the screen is ruled. The largest sized stop that can be used, so as to give good results, with a screen distance that interferes least with fine detail, is one sixty-fourth of the camera extension, though for the best results a stop with an aperture one ninetieth or one one hundred and twentieth of the camera extension will be the standard. A stop with an aperture of one ninetieth the screen distance for a screen ruled with 133 lines to the inch will be about six thirty-seconds of an inch, and the finer the screen ruling the less the screen distance, and the coarser the screen ruling the greater the screen distance. Taking the camera extension at thirty

inches and the stop aperture at one ninetieth (say, ten thirty-seconds of an inch) the screen distance for the following screen rulings are about these: Screen rulings 75, 85, 100, 120, 133, 150, 175 lines per inch require, in the same order, screen distances as follows in thirty-seconds of an inch: 14, 12, 9, 7, 6, 5 and 4 thirty-seconds of an inch. These distances are for average copy. For flat copy the stop aperture may be enlarged to one sixty-fourth of camera extension; for very contrasty copy the stop aperture should be reduced to one one hundred and twentieth of the camera extension."

Brief Replies to a Few Correspondents.

Harry Hale, Portland, Oregon: There are no books containing formulas for direct photographing on metal for the offset press.

L. E. Henert, Norristown, Pennsylvania, should write Max Levy, Germantown, Pennsylvania, for information regarding the four-line screen or any other screen.

R. C. Roach, Easton, Pennsylvania, will find for cutting ovals the Walsh oval and circle cutting machine most satisfactory. It is sold by the Wesel Manufacturing Company.

"Old Reader," Chicago, who has some drawings with purple trees against a yellow sky to reproduce, should make color-separation negatives first. Use a Cramer slow Iso plate to get the purples dark on a yellow ground and an ordinary dry plate or wet plate to get the yellows dark and the purples light.

L. C. Schwartz, New Haven, is advised not to use the powerful combination of acids and bichromate of potash to clean glass. A simple solution of nitric acid and water will answer all purposes.

Half-tones on Book Papers.

From complaints made to this department a reaction appears to have set in against the use of coated paper in books, magazines and catalogues. Some object to coated paper because of its high reflecting surface being injurious to the eyes, others say it makes books and magazines too heavy, and still others complain of its expensiveness and lack of permanency, while a few people say coated paper is offensive to persons of good taste. Now if these objections increase, the question is, how is processwork going to meet the demand for illustrations on uncoated stock?

The offset press answers the question in one way and rotary photogravure replies in another way, but how is relief engraving going to meet the problem? This highly coated stock was made to meet the requirements of half-tone engraving. Now if the public, or a portion of it, is going to refuse coated paper, and fine half-tones will not print on other stock, what are we going to do about it? Shall we have to go back to line engraving again or can we make half-tone engravings that will print on uncoated paper? The Crocker-Wheeler Company of Ampere, New Jersey, revolted against the highly coated stock and changed over to mechanical line engravings printed on paper made for offset printing. Its Bulletin No. 160, for October, contains illustrations of its motors, and motor parts are shown in this bulletin on paper which is agreeable to the touch and pleasing to the eye besides being a stock that will stand any amount of handling. One of the most select department stores in New York has also abandoned coated paper stock in this season's fashion catalogue. However, it continues the use of half-tones made with screens of 120 lines instead of the 150-line half-tones of former years. Many engravers and printers are being asked how coated paper can be gotten rid of. The two cases mentioned here show how it has been done, and it will be well for engravers and printers to be prepared to meet a demand which now seems inevitable.

Cerographic, or Wax Engraving Process.

Albert H. Allen, University of California Press, writes: "I find in some extracts from 'Suggestions to Authors,' published by the American Institute of Electrical Engineers, a reference to the reproduction of drawings, etc., by the wax process by means of which uniformity in character and in lettering is maintained, and a great reduction in the size of the cuts is possible without any sacrifice of clearness. Can you give me any references to sources from which more information about this process can be obtained?"

Answer.— The reference to the "wax process" in the "Suggestions to Authors" is correct in stating the capabilities of the process, as you can see by examining the engravings of the maps in any first-class encyclopedia or geography. For information regarding the process you are recommended to the greatest living authority on the subject, that most versatile citizen of Chicago, George H. Benedict, manager of the Globe Engraving and Electrotyping Company, 701-721 South Dearborn street. Mr. Benedict, besides being interested in other studies, is an ardent astronomer, and as a cartographer he is held in grateful esteem by every engraver in this country. It is quite likely that while studying the stars and charting his observations Mr. Benedict was led to perfect the wax process of engraving to which this company, under his management, gives special attention.



Water Babies.
Photograph by F. M. Kofron.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

OUR readers, who are familiar with the practice of THE INLAND PRINTER of changing its cover every month, will be interested in learning that the cover-design of the famous London *Punch* has not been changed in sixty-five years. A slight change in it was made on October 1, however, and hereafter *Punch's* cover will be printed on better paper and in two colors. A circulation of one hundred thousand copies is now claimed for the publication.

AS A part of his celebration of his fiftieth year of association with the firm of Hazell, Watson & Viney, printers, in London, Mr. Walter Hazell presented each of the 270 employees of the concern with a check, the amount of which depended upon length of service. The total of these presents was about $10,000. At the same time he set aside a sum the interest earnings of which (about $1,500 yearly) are to be used for the benefit of the employees, their widows and orphans.

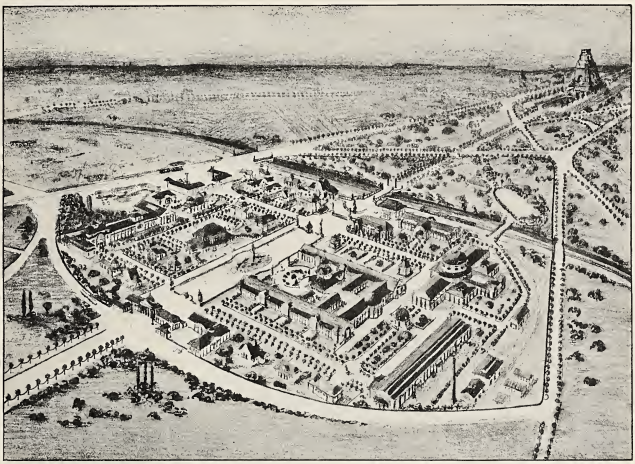
GERMANY.

THE report for the past year, the ninth, of the Stuttgart printing trade school, gives the number of attendants as 128, including 16 journeymen. The school has two courses in composition and two in presswork.

THE grounds on which the great book trades and graphic-arts exposition at Leipsic is being erected are in the immediate vicinity of the massive monument which was erected to commemorate the Battle of Leipsic, in which Napoleon suffered great loss and prestige. The completion of this monument was celebrated with great pomp a few months ago.

IT IS now permitted to vend newspapers as late as midnight in Munich and Nuremberg. But in the former city they may not be sold so late in the streets, the permission being limited to restaurants and cafés, and the vendors must be males and not less than twenty-five years of age.

A FIRM in Berlin has received a patent on a new method of mechanical typesetting. This consists of three mechanisms — an apparatus, with a Smith-Premier typewriter keyboard, which punches holes in a paper strip, after the fashion of the monotype keyboard; a device for rewinding in reverse this paper strip; and a linotype machine whose movements and the dropping of matrices to form lines are actuated by means of the holes punched in the paper strips. The old idea that typesetting could thus be done in the editorial room, or under the direction of an author in his studio, seems to recur here, which, of course, is enough to make one doubtful about the practicability of the method. The production of sixteen thousand letters per hour is claimed to be possible for the linotype machine.



View of the Buildings of the International Exposition of the Book Trades and Graphic Arts, to Be Held at Leipsic, May to October, 1914.

THE program for the bibliophilic section of the international graphic-arts exposition at Leipsic, in 1914, just issued, would indicate that that part will be a most interesting one for all having to do with books, and especially for book-lovers. It will have three main departments — Bibliophily in General, Prominent Collection Pieces, and the Collection Room of a Modern Bibliophile. Subdivisions will be: The History of Bibliophily, Bibliophilic Literature, Private Presses of Bibliophiles, Bibliophilic Societies;

The Good Book, the Beautiful Book and the Extraordinary Book as Collection Pieces; Biblio-Iconophily and Autography, and Bibliophily in Antiquity, the Middle Ages and in the Orient. Any one interested will receive full information by addressing Dr. Julius Zeitler, Kaiser-Friedrichstrasse 3, Leipsic-Gohlis, Germany.

GERMANS have a habit of abbreviating the names of companies and organizations when they are overly long. Thus, "Hapag" designates the Hamburg-American Steamship Line. The latest such word is "Bugra," made to designate the Internationale Ausstellung für Buchgewerbe und Graphik (the graphic-arts exposition), to be held at Leipsic next year. The word is perhaps more useful than euphonic.

FRANCE.

THE Parisian graphic-arts school, L'Ecole Estienne, began its present term early in October, with one hundred and eighty pupils of the ages of thirteen to fifteen in attendance upon the day courses. Evening courses for apprentices are also given. The school has now a new director, Georges Lecomte.

POSTAGE-STAMPS to the value of $1,600,000 were on view at a philatelic exposition held this fall in the Palace de Glace at Paris. A copperplate press was installed, upon which stamps with the picture of President Poincaré were produced, which were sold to the public visiting the show.

THE printing-trade employees are agitating the matter of obtaining a Saturday half holiday.

THE secretary of the printers' union has issued an appeal to the members to endeavor to attend the great graphic-arts exposition in Leipsic next year. And the organ of the master printers, the *Bulletin Officiel*, frequently publishes articles favoring the exposition. This tends to indicate that there is not so much enmity between the French and German peoples as some jingoes would seem to wish us to believe exists.

ALFRED DIDOT, a descendant of the renowned Didots, died recently at the advanced age of eighty-five. He leaves to his son his printing-office in Mesnil (Eure). It is said that modernity has not touched this plant, in consequence of which the concern is no longer an honor to the illustrious name of Didot. Printing is done in this office for the Institut de France and the Academie Française, which hoary and learned associations have a holy horror for things modern. Peculiarly, most of the women compositors of the office are deaf and dumb, being employed because of charitable reasons. The deceased was also president of the concern which publishes the "Didot-Bottin," the great city directory of Paris.

ITALY.

M. DE ROVE, a French aviator, after achieving a flight over Italy, starting at Milan, and concluding his journey at Tarranto, thus coursing over Italy from north to south, while on his way dropped bundles of Milan newspapers in the principal towns, thus being the first aeroplane newspaper deliverer in Italy.

THE *Archivio Tipografico*, of Turin, devotes the whole of its last number to the life and work of Giambattista Bodoni, the celebrated Italian printer, engraver and typefounder, the centennial of whose death was commemorated in September last. Bodoni was the originator of a classical and much admired Roman type-face, which has of late been revived. He was born at Saluzzo, March 13, 1740, and died at Padua, November 30, 1813. Recent numbers of *Il Risorgimento Grafico*, of Milan, have also been filled with matter pertaining to this master printer, of whom Italy is justly proud, and whose productions are much sought for by collectors.

SWEDEN.

A SECOND cost congress of Swedish printing-office managers, which was recently held in Göteborg, was attended by 160 delegates. R. A. Austen-Leigh gave a talk explaining the cost-finding system promulgated in England, and was followed by the report of a committee appointed to get up a cost system for Swedish printers, which was voted upon and recommended for general adoption.

THE Holmens Bruk paper manufactory at Norrköping is having built two papermaking machines which have a sieve width of 5.15 meters (202¾ inches), which is .7 meter (27½ inches) wider than the present largest American machine.

Written for THE INLAND PRINTER.

PHOTOGRAPHY IN COLORS.

BY S. H. HORGAN.

IF one will examine closely the beautiful picture of "The Vivandière" it will be noticed that the photograph was taken instantaneously while the young lady was actually beating the drum. It will also be remarked that the photograph must have been made in colors, for it would be impossible to color a photograph so naturally. It must, in fact, have been a photograph in colors — something that has been sought by scientists since 1839 when Daguerre gave photography free to the world.

So this is an exhibit of instantaneous photography in colors made by the Polychromide Company, 420 Fifth avenue, New York. Besides interesting every one who has ever handled a camera, this picture should be of surpassing interest to the three-color engraver and printer, for it points to unlimited possibilities for him when he understands how simply and quickly the three-color records were secured.

This young-lady drummer stood in a brilliantly lighted photographic studio before a special camera. At her left was a large movable closet with glass sides covered with muslin. In the closet were four small dishes containing special flashlight powder. By merely touching a button a spark from a Marconi electrical apparatus ignited the powder in the widely separated dishes at absolutely the same moment of time, and the photograph was at that moment taken in one one hundredth of a second, but this is the simplest feature of the apparatus.

The most important part of the several inventions that combined to produce this picture is the camera in which three color-sensitive dry plates were exposed at exactly the same fraction of a second and the three-color-record negatives secured instantaneously. These negatives were exactly the same size, so there was no trouble for the Walker Engraving Company, of New York, to make color-plates that register perfectly.

The insert of the laughing girl in last month's INLAND PRINTER, which has already attracted world-wide attention, was also made in the Polychromide Studios and proves the adaptability of this method to photogravure, in fact the Van Dyck Company was the first to secure a similar apparatus by which it is now copying paintings instantaneously in colors. The Christmas supplement of one of the New York papers is to be made by a Polychromide camera. So color photography has at last arrived.



THE VIVANDIERE

Photographed from life at one exposure by The Polychromide Company, New York
Three-color plates by the Walker Engraving Company, New York
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Dullo Process Inks—Yellow 165, Red 308, Blue 185

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

CORRECTION IN DATE OF THE OLDEST ENGLISH NEWSPAPER.

To the Editor:

FINSBURY, LONDON, E. C., ENG., Oct. 20, 1913.

I think Mr. Horgan has inadvertently erred in stating that the oldest English newspaper of which there is a copy extant is *The Weekly Newes*, dated May 23, 1622. A year ago the British Museum acquired a volume containing twenty-four English Courants or News Sheets of the years 1620 and 1621. Eighteen of these, beginning with the earliest (December 2, 1620), were printed at Amsterdam or other places in Holland. The six printed in London were dated September 2, 1621; September 30, 1621; October 2, 1621; October 6, 1621; and October 11, 1621. The collection in the British Museum thus includes the number of which a reproduction appears in this month's INLAND PRINTER.

A full account of the volume is to be found in *The Library* for April of this year.

CHARLES BAKER.

J. F. EARHART REPLIES TO MR. PX.

To the Editor: CINCINNATI, OHIO, Nov. 10, 1913.

In the November issue of THE INLAND PRINTER a writer signing himself "Px" labors under the delusion that I am "considerably mixed about the word *value*," and then proceeds to show that *he* is the one that is "mixed" as to the meaning and application of the word. He is evidently under the impression that *value* (tone value) in the definition given, does not apply to color. Referring to my letter he says: "He first quotes the Century Dictionary definition, which specifically states 'the idea of hue being abstracted,' and then applies the definition to cover color (hue), stating a color may be *out of value* in its relation to other colors in a printed job, because of its being too light (in tone) or too deep (in tone) to keep its place in the general scheme. It may come forward too much in one case, or recede too much in the other; and in either case be *out of value*. In such case it should be modified (in tone) so that it may have its proper *value* in relation to the other colors in its immediate vicinity." And then to clinch his supposed point "Px" says: "And yet he states that 'This (The Century) definition, as applied to the arts, is the only one worth while,'" and then adds "and the Century Dictionary definition specifically abstracts 'the idea of hue.'"

Now, it appears that the words "the idea of hue being abstracted" has led Mr. "Px" to think that the definition does not apply to color, in spite of the fact that the definition commences with "In *painting* and the allied arts, etc." It certainly does apply to color—the *tone-value* of color. For this reason I have inserted in three different places the words *in tone* so that "Px" may see his error. It seems to me that my meaning is so plain that these words are superfluous, for what else could I mean if not the *tone-value* in speaking of a color as "too light or too deep to keep its place in the general scheme"?

His confused ideas concerning the word *value* may be due to his somewhat foggy definition of the word *tone*, which has a close connection with the word *value*. He says: "Tone: Atmospheric envelopment or veil—growing more impenetrable (dense) as distance increases."

Of course, every practical printer will be delighted with the opaque lucidity of this impenetrable and somewhat dense definition of the word *tone*. It is a very good description of a foggy morning; but *tone* is also visible in colors or objects in a clear light and when only a few feet away from the observer, when *density of atmosphere* is conspicuous by its absence. In fact, in a design in colors for a cover-page, the pressman may be told that some of the colors are *out of value*—that the red is too deep in tone, and to reduce it to half-tone strength, and that the blue is too light in tone, and to make it about one-quarter strength of the full color, and reduce the gray a little below the middle tone in strength, the buff tint and photo-black being all right. All of which changes are for the purpose of preserving the *values* of the colors in their *tone* relation to one another as shown in the original sketch. And these *values* are adjusted through raising or lowering the tones of some of the colors as described.

Away back yonder, over twenty years ago, was printed on the eleventh page of the *Color Printer*, "The light tones of a color are the various degrees of color produced by the mixture of a full color with white." And on the next page appears, "The dark tones of a color are the various degrees of color produced by the mixture of a full color with black." And in THE INLAND PRINTER of April, 1910, the writer, referring to the word *tone*, says: "By tone is meant the different degrees of a color ranging from light to deep." Now, the printer can judge for himself whether or not he can make any practical use of Mr. "Px's" definition of the word *tone*.

Concerning the communication by Mr. J. K. Farley, Jr., of Chicago, have to say that I have never raised the question of Mr. Andrews' psychologic ability to select suitable color combinations with "a strong pulling power" for candy-boxes.

J. F. EARHART.

RAY V. BIRDSALL, A PRINTER, ENTERS THE MINISTRY.

To the Editor: ST. JOHNS, MICH., Oct. 22, 1913.

I have noticed that on several occasions you have used material in THE INLAND PRINTER concerning "printer-preachers," and as we have a printer in this town, Ray V. Birdsall, who is about to enter the ministry, I wish to submit the following sketch and a photograph of him:

Mr. Birdsall was born February 26, 1881, in Chesaning, Michigan. Reared on the farm, he attended the district school, completing his schoolwork in the Chesaning high school.

In February, 1900, he started on his journalistic career by washing rollers, sweeping the office, and building fires for Ische & Ingalls, two young ladies from Flint, Michigan, who were at that time launching the *Chesaning Semi-*



Rev. Ray V. Birdsall.

Weekly News. Getting a little experience there, he went to work for Willis Miller, proprietor of the *Chesaning Argus*, in June of the same year. Mr. Birdsall remained in that office over five years. While there he did chores around the home of the editor to pay for his board. Everything from milking cows and feeding pigs to helping the hired girl wash dishes is included in such a job.

In 1905 Mr. Birdsall accepted a position on the *Owosso Evening Argus* as ad. and job compositor, remaining there until 1907. He then went to Traverse City, Michigan, to work on the *Daily Eagle.* Remaining until April, 1909, he accepted a position on *The Pontiac Press Gazette.*

In September, 1909, he bought the *Laingsburg News*, a weekly newspaper which was almost "down and out." By hard work, often burning the midnight oil, he put the paper on a paying basis. Tiring of the "pay-when-you-please" plan, Mr. Birdsall put his subscription list on a cash-in-advance basis. The subscribers rallied around him, and he gave them a paper which was worth a great deal more than he got out of it.

While at this place Mr. Birdsall was married to Miss Minnie Bailey, a critic teacher in the Allegan County Normal School. In October, 1911, a baby girl came to stay with them and she was named Faith Bailey Birdsall. He sold his business in 1912 to J. R. Warren and went to work on *The Clinton Republican*, where he remained a year. All through his newspaper career he has been an active religious worker, having held almost every office in the Methodist Episcopal Church.

This year he entered the Michigan conference of the Methodist Episcopal Church and was given his first pastorate at Ashley. He preaches three times every Sunday, having two country appointments. Already he and his wife are getting into the swing of the work, his congregations are growing and this promises to be a prosperous year on his circuit. He is applying the same stick-to-itiveness to preaching as he did in the newspaper office, and he says "success is bound to come."

CLAUDE R. BLACK.

ARE TRANSPOSITIONS MACHINE ERRORS OR OPERATORS' ERRORS?

To the Editor: WASHINGTON, D. C., Oct. 21, 1913.

Pasted on the bulletin board in the linotype room of the Government Printing Office is a little clipping taken from a page of THE INLAND PRINTER, in which the statement is made, in referring to linotype composition, that "proofreaders will readily recognize errors such as transpositions . . . as machine errors."

The writer of this letter has the honor to have charge mechanically of the world's largest linotype plant, in which capacity opportunity has presented itself to see the work of many operators. I claim the article quoted from is wrong and misleading, and bear out my assertion with the following statement:

When the machines were first installed in the Government Printing Office some eight or nine years ago operators from outside were not employed, but the hand compositors were then given the opportunity to become operators, and to-day a large percentage of the men who learned in the office are expert operators. Now, in the early stages of their career as operators, the proofs of the type composed showed large numbers of transpositions, but as time developed these men into experts, transpositions became a rarity. Why? Did the fingering of those operators improve? Why, certainly. The machine had nothing to do with the transpositions, otherwise the same number would have continued to have shown up in the proofs as the men became experts.

Let us now take up a proof and glance over it. Here we find a word out; here a doublet; now comes an m for a c, and then a transposition. The operator willingly confesses that he may have touched the m for the c; in fact he probably did leave the out, and may have thoughtlessly made the doublet, but as for that transposition — far be it from those accurate fingers to have made such a blunder. It was the machine, and the proofreader would readily recognize the transposition as a machine error.

Let the reader walk with me across from the linotype-room into the composing-room of the monotype, in which are located 150 keyboards, manned by a corps of operators who are just as efficient, just as well educated, and just as competent in the art of operating as the brother who operates the linotype. Let us look at these proofs — same thing: a word out, a doublet, a c for an m, a transposition, etc. The monotype operator shoulders the whole responsibility for the errors. He is well aware of the fact that holes in paper do not transpose, and that he is just as liable to make a transposition in fingering as he is to hit the m for the c.

In connection with this subject the writer has interrogated a number of very able typewriters, and has the first

one to find who claims that his accuracy as a puncher of typewriter keys is such as to entirely obliterate transpositions.

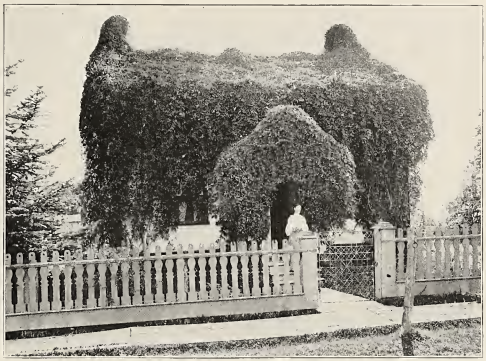
The writer does not claim that a machine will not make transpositions, but he does claim that the majority of transpositions are due to the fingering of the operator, and a big per cent of the minority of transpositions is due to a condition the machinist is forced to grant — that is, speed.

The makers of the linotype tell us that the machine produces best results when running at a speed of sixty-eight revolutions per minute (and experience has shown this to be a fact), and that all parts of the machine are timed in proportion. But the operator isn't satisfied to

The article posted on the bulletin board is wrong, and not only does an injustice to the linotype machine, but the machinist as well. It fortifies the operator in an argument without foundation, and makes of THE INLAND PRINTER the fort behind whose walls of intelligence the operator takes refuge.

CHAS. S. GUNN.

NOTE.— We wish to say that we understand your feeling in this matter. It must not be understood, however, that the writer of the article referred to meant to convey the impression that all transpositions are the result of machine troubles. We are of the opinion that the greatest number of transpositions are due to the machine and not the operator, though there is no question but that at



"A rare old plant is the ivy green."—Charles Dickens.

conform to these conditions — he wants the machine speeded — a little extra on the keyboard cams, a few more revolutions, etc. To turn out his little 1,500 or 1,800 lines in eight hours, he wants a machine (made by the makers to cast 3,000 lines in eight hours) speeded to cast 4,000 lines, and then sets up a howl about transpositions. The machinist protests against a condition he knows to be wrong, but the foreman, backed up generally by the business manager, neither of whom is familiar with the mechanical construction of the machine, forces the machinist to grant the operator's request for speed, with the inevitable result that errors are made which are at once readily recognized by the proofreader as machine errors.

If those proofreaders who so readily recognize transpositions as machine errors will go into any composing-room where the machines are operated in two shifts he will soon become convinced that the machine is not the greatest offender in this respect. He will find some operator working all day long on a certain machine with scarcely an error of any description, especially transpositions. That same machine manned by another operator at night will show several transpositions in each proof. But, of course, the proofreader will readily recognize those transpositions as machine errors.

times the fault lies with the operator, and it is often an open question as to where the fault does lie in case of a transposition. The machinist could remove any doubt by a systematic test, but not all machinists are inclined to do so, many of them making the operator bear the burden. We believe that it is up to the machinist to prove that the operator is at fault. We have investigated impartially a number of causes of transpositions, and as a rule, have found that they should be classed as machine errors. This is not the fault of the machine but is due to some trifling oversight of the machinist. We believe that transpositions could be practically eliminated if there was coöperation between the machinist and the operator. Each one should bear his share of the blame. Where a machinist observes that an operator has some peculiarity of operating that produces errors in his work he should call his attention to the matter and explain to him the reason for the trouble. Any fair-minded person should welcome friendly criticism. Let a machinist trace down all persistent transpositions and determine definitely whether the operator or the machine is at fault. He will then do his share toward lessening friction and will thereby increase the output of the machine. These opinions are wholly unbiased for the writer is not an operator.

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

XI.— HISTORIES OF PRINTING IN AMERICA *(Continued)*.

BY HENRY LEWIS BULLEN.

OUR November instalment dealt with histories of printing local to New England. Printing was introduced in the American Colonies first in New England (Cambridge, 1638), next in Pennsylvania (Philadelphia, 1685), and next in New York in 1693, and I will proceed chronologically.

The earliest book which sheds light on printing activities in the American colonies is the celebrated Autobiography of Benjamin Franklin, printer, the greatest of Americans. Lives there a printer "with soul so dead" who has not read this book? "If such there be, go mark him well"—he is a poor sort of printer. I doubt if there is a public library of any importance in all the world which lacks this book. In 1889, Ford listed fifty-four editions of the Autobiography proper, and it has been reprinted many times as part of editions of the complete writings of Franklin. This narrative of the life of a journeyman and master printer has long been a classic in the French, German, Dutch, Swedish, Danish and Spanish languages, and quite recently has been translated into the Japanese and Chinese languages. It was the second book by an American author which attained world-wide circulation. The first book to earn that degree of fame was also by B. Franklin, printer, his "Way to Wealth, or Father Abraham's Speech to a Great Number of People at a Vendue of Merchant-Goods, introduced to the people by Poor Richard," first printed in Boston about 1760 in a printing-plant owned by Franklin and operated by his nephew, Benjamin Mecom. This witty and wise work, the "Way to Wealth," "has been oftener printed and translated," says Ford, "than any other work from an American pen." Ford lists one hundred and forty-five editions, and fourteen reprints embodied in other books. Strangely enough the great Autobiography was first printed in France (in 1791). All collectors of Frankliniana desire to possess the "Mémoires de la Vie Privée de Benjamin Franklin, écrits par lui-méme, et adressés a son Fils, a Paris: chez Buisson, libraire." It was published in Germany and Sweden in 1792, in London in 1793, but the first American edition did not appear until 1794 (in New York). Franklin never saw his work in print—(he passed on in 1790)—and seemed to have designed it solely to interest his son and grandchildren. He wrote it in four parts at different times, in 1771, in 1784, in 1788 and in 1789. The manuscript of the first part was lost when his house was ransacked by the British invaders of Philadelphia in 1777, but it was fortunately found and returned to him in 1784, while he was in France, and there he added the second part. At his death he bequeathed his papers to his grandson, William Temple Franklin, who carried them to England, and there, in 1817, published what was then supposed to be the full and authentic text. All trace of the manuscript was lost until 1867, when John Bigelow, United States minister to France, discovered it in the possession of a French family which consented to sell it for $5,000. Upon comparing the manuscript with the 1817 edition of the Autobiography, John Bigelow discovered that no less than twelve hundred separate and distinct changes had been made in the text, and that the last eight pages had been omitted entirely. Thus it happened that the veritable Autobiography of the great Franklin was not published until 1868. The history of the search, covering a period of two years, and its fortunate ending, is related in John Bigelow's "Some Recollections of the late Edouard Laboulaye," privately printed, New York, 1888. Laboulaye, a splendid type of Frenchman, was the actual discoverer of the precious manuscript. Did ever another book have a more remarkable history?

The serious student of the history of printing in Pennsylvania will carefully study "A Century of Printing: the Issues of the Press in Pennsylvania, 1865-1785," by Charles R. Hildeburn, 2 volumes, sm. 4to, 924 pages, Philadelphia, 1885; three hundred copies printed; worth about



Colonel William Bradford III.

The patriot-printer of Philadelphia, grandson of William Bradford I., first printer in Philadelphia and New York.

$12. This bibliography is enlivened by notes and is the only work which specifically gives a complete view of the productions of Pennsylvania printers, although all its matter may now be found in Evans' "American Bibliography," previously mentioned in these articles. Dr. F. R. Diffenderffer has contributed two valuable papers to the Lancaster County Historical Society, which appear in that society's proceedings, on "Early German Printers of Lancaster and the Issues of their Press" and "The Newspapers of Lancaster County," both of them thorough and interesting. These are occasionally procurable at about $1.50 each. Albert H. Smyth illuminates the subject a little in his work, "The Philadelphia Magazines and their Contributors, 1741-1850," Philadelphia, 1892, 12mo, 264 pages, worth about $1.50. "Andrew Bradford, Founder of the Newspaper Press in the Middle States of America," by Horatio Gates Jones, published by the Historical Society of Pennsylvania, Philadelphia, 1869, 8vo, 36 pages, worth about $2.50, records the history of the first printer who was successful in Pennsylvania. His father, William Bradford, printed in Philadelphia from 1685 to 1693, when he moved to New York. After him, from 1699 to 1712, the Philadelphia Quakers owned a printing-plant, which was operated by various printers, until in 1712 Andrew Bradford came from New York, being in partnership with his

father, and seems to have absorbed the Quakers' press. He had a monopoly until 1723, became wealthy, and continued in business until his death, in 1742. He had as apprentice and, subsequently, as partner, his nephew, William Bradford III., the greatest of the Bradfords, whose important life's work is recorded in "An Old Philadelphian: Colonel William Bradford, the Patriot Printer of 1776," by John William Wallace, Philadelphia, 1884, 8vo, 517 pages, illustrated, worth about $5. We print the portrait of Colonel Bradford and a view of his business premises. As a public-spirited citizen he ranks second only to Franklin among printers in America. By all means read his life.

Much can be learned of printing activities in Pennsylvania in the correspondence of Franklin to be found in his collected writings, either the Bigelow or the Smyth editions. On October 19, 1748, for instance, he is writing Franklin's method was to start his likely apprentices in business, supplying the plant himself, and retaining one-third of the net profits. Not everything relating to Franklin's connection with printing is found in Smyth or Bigelow. The Massachusetts Historical Society's Proceedings for 1902 contain several letters from James Parker to Franklin, all relating to their partnership in printing, and the Typographic Library and Museum in Jersey City is the fortunate possessor of the inventory of the printing-plant of Franklin & Hall, Philadelphia (Franklin's original plant), taken in 1766 by James Parker, with a long letter to Franklin, then in London, relating to the inventory and the state of printing throughout the colonies — very specific information, about their own affairs, and about competitors, such as one partner is apt to write to another, not expecting it to be printed.

Plenty of good materials, but scattered and not easy to



Three Buildings Occupied by Col. William Bradford, Printer and Publisher, in 1762.

Formerly on the southwest corner of Market and Second streets, Philadelphia. At left, the printing house; on corner, the Merchants' Exchange, managed by Bradford, in which he also carried on his insurance business; at right, the book store.

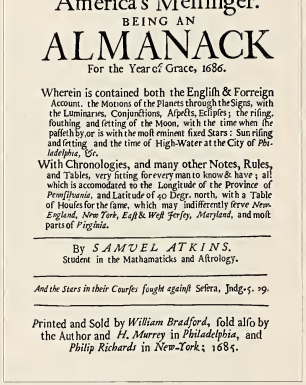
about various business matters to William Strahan, then the leading printer in London and founder of the great printing-house now divided and known as Eyre & Spottiswoode and Spottiswoode & Company. R. A. Austen-Leigh, who has become known to many American printers by his attendance at our Cost Congresses, is one of the heads of that historic house, which bids fair to go on forever. Franklin writes Strahan: "I have lately sent a Printing-house to Antigua, by a very sober, honest and diligent young Man, who has already (as I am inform'd by divers Hands) gain'd the Friendship of the Principle People, and is like to get into good Business. This will open another Market for your Books if you think fit to use it, for I am persuaded that if you shall send him a Parcel with any Quantity of Stationery he may write to you for, he will make you good and punctual Returns. His Name is Thomas Smith; he is the only Printer on that Island: had work'd with me here, and at my Printing-house in New York 3 or 4 Years, and always behaved extreamly well."

get at — that is the state of the history of printing in Pennsylvania so far as those who printed in English are concerned; but the Pennsylvania-Germans had a great appreciation of the power of printing, and printing in the German language assumed extensive proportions. Of the printing activities of these splendid German folks we have a complete history in a book not likely to be looked into by printers (as such). "The German Sectarians of Pennsylvania, 1708-1800, a critical and legendary History of the Ephrata Cloister and the Dunkers," by Julius Friedrich Sachse, Philadelphia, 1899-1900, 2 volumes, 8vo, 1,041 pages, illustrated, worth about $10, in recording the acts and aspirations of the Germans who made Pennsylvania their home, and have done so much to make it a great Commonwealth, deals *con amore* and at great length with their printing enterprises. The German emigration to Pennsylvania was largely of a character similar to the Puritan emigration to New England. Both sought escape from persecution. Prominent among these sects were the

Baptists (Täufer), commonly known by the derisory name of Dunkers (Tunker, to dip). These Baptists were divided into two sections: First-Day and Seventh-Day. Among the latter there appeared a leader, a remarkable man, Conrad Beissel, by trade a baker and afterward a weaver, who arrived in Pennsylvania in 1720. He found that the brethren who had preceded him from Germany had been weakened in their religious ardor by the prevailing liberty and prosperity, and to counteract this lapse from the faith he founded a community in the Conestoga valley, between Reading and Lancaster, the members of which by degrees separated themselves from other Dunkers, practiced celibacy, had goods in common, and in 1735 established the Ephrata Cloister (a sort of Protestant monastery with a separate nunnery) and became known as the Ephrata Brotherhood. They were farmers, millers, weavers, tanners, and eventually printers. They prospered materially as well as spiritually. The name Ephrata is biblical; and doubtless was taken from Psalms 132: 4-6: "I will not give sleep to mine eyes . . . until I find out a place for the Lord . . . Lo, we heard of it at Ephratah: we found it in the fields of the wood." Ephrata is now a town of about three thousand inhabitants, with three prosperous printing-plants, the oldest of which dates back to 1878, on the Conestoga River, midway between Reading and Lancaster. In 1735 it was in the wilderness. Beissel was a zealous missionary, but he believed more in the printed than the spoken word. In 1728 he paid Andrew Bradford to print a book on the Seventh-day Sabbath, written by himself, which was the first book printed in German in America. No copy is known to have survived, but a translation in English which appeared in 1729 has survived. He had several other books printed, some of them by Franklin.

Evidently these good people appreciated the power of printing and desired a printing-plant of their own. One of them, Christopher Sauer, made efforts as early as 1735 to procure an outfit from the brethren in Germany; and in 1738 he succeeded. One of his letters from Germantown, where he resided in 1728, has been printed in Germany. It gives us the key to his worthy ambition: "Where can I find words to praise the good God! I am deeply indebted to Him. My all be at His service for the glorification of His name. This was in feebleness my desire and longing for the great benefits which I have enjoyed during my sojourn here as well as during my whole life. Therefore I longed to establish a German printing establishment in this land, which N. brought me, and has forwarded to this place." Thus Christopher Sauer became the first German printer in America. In 1739 he printed the first American book in German characters. It was a hymnal for the Ephrata Brotherhood, largely original with Beissel. The title is curious: "Zionitischer Weyrauchs Hügel, oder Myrrhen Berg," etc. (Zionitic Incense Hill or Mountain of Myrrh, wherein is to be found all sorts of lovely and sweet-scented Incense, etc.). It has 791 pages, and was an ambitious effort for a printer whose actual trade was that of tailor. He had a brother, a bookbinder. Very probably there were practical printers among the brethren, and Sauer himself had at first little to do with the printing. Later he undoubtedly worked manually at printing. The whole printing is correctly done, and well bound; nevertheless Sauer and Beissel became estranged on account of this historic book. Sauer disagreed with some of the theology expressed in Beissel's hymns, and attempted to amend them, with the result that the "Mountain of Myrrh" became a sour topic to both, and Sauer used his types to tell the world about the controversy, in which pamphlet he satisfied himself that his erstwhile brother's name when Latinized, Conradus Beusselus, contained all the numbers of The Beast, which we all know is 666.

An outcome of Sauer's quarrel with Beissel was that the Ephrata Community established its own printing-plant in 1745. It had two printing-presses, one of which is now the property of the Historical Society of Pennsylvania. It continued until 1792, issuing numerous books. In 1793 it ceased to be operated by the Brotherhood, but continued under private control but in sympathy with the Dunkers until after 1830, beyond which I have no record. It manufactured its own paper and ink, designed and engraved its initials and ornaments, prepared the leather for binding, and completed its books in workmanlike style. To the Ephrata Press belongs the honor of printing the largest and in many respects the most remarkable book of the colonial period. "Der Blutige Schau-Platz oder Martyrer-Spiegel der Tauffs-Gesinnten oder Wehrlosen-Christen" (The Bloody Arena, or Martyr's-Mirror of those Minded to Baptism, or Defenceless Christians) is a large folio of 1,512 closely printed pages, and shows excellent workmanship throughout. A copy now beside me is bound in heavy boards, with heavy ornamental metal corners and clasps. Fifteen people were employed on the book, which took three years to complete, doubtless in connection with other less ambitious work. The book was translated by brethren of the Ephrata Community from the original in Dutch. It is a book on the same order as Fox's Book of Martyrs. The Dunkers who first came to America were versed in the Dutch language, but their children were content with the German and English. This inability of the children to read



Kalendarium Pennſilvanienſe,
OR,
America's Meſſinger.
BEING AN
ALMANACK
For the Year of Grace, 1686.

Wherein is contained both the Engliſh & Forreign Account. the Motions of the Planets through the Signs, with the Luminaries, Conjunctions, Aſpects, Eclipſes; the riſing, ſouthing and ſetting of the Moon, with the time when ſhe paſſeth by or is with the moſt eminent fixed Stars: Sun riſing and ſetting and the time of High-Water at the City of *Philadelphia*, &c.

With Chronologies, and many other Notes, Rules, and Tables, very fitting for every man to know & have; all which is accomodated to the Longitude of the Province of *Pennſilvania*, and Latitude of 40 Degr. north, with a Table of Houſes for the ſame, which may indifferently ſerve *New-England*, *New York*, *Eaſt & Weſt Jerſey*, *Maryland*, and moſt parts of *Virginia*.

By *SAMUEL ATKINS*.
Student in the Mathamaticks and Aſtrology.

And the Stars in their Courſes fought againſt Sefera, Judg. 5. 20.

Printed and Sold by *William Bradford*, ſold alſo by the Author and *H. Murrey* in *Philadelphia*, and *Philip Richards* in *New-York*; 1685.

The First Book Printed in Pennsylvania.
Reduced one-third from original.

"Der Blutige Schau-Platz" was regretted by the elders, and they applied to the brethren in Holland to provide the funds for printing a translation. The Dutchmen declined both the work and the expense. Thereupon the Ephrata Community shouldered the whole burden, and created this landmark of American typography. A copy of this book is worth about $50. Copies have been sold for $200.

Christopher Sauer I. prospered in his business. He established the first successful German newspaper in America, which had at times a circulation of eight thousand copies. His conscientiousness is illustrated by the title "Wahrscheinliche Nachrichten" (Probably-True News). Much of what he printed was copied from European publications, but he would not vouch for its correctness. In 1743 he had the honor of printing the first American Bible in a European language. It was a publishing success, and seems to have been issued twice in 1743, as his Bibles of that year show typographic variations. His good intent is disclosed in the advertisement: "The price of our nearly finished Bible in plain binding, with a clasp, is eighteen shillings, but to the poor and needy we have no price." He passed on at the age of sixty-five in 1758, and was succeeded by his son Christopher Sauer II., to whom he left a good estate. Editions of the Sauer Bible were issued in 1763 and 1876, and also several editions of the New Testament. Books were printed in English, and on these the name of the printer is spelled Sower. In 1770 Christopher Sauer II. cast the first type made in the colonies, a pica Fraktur. He subsequently made complete series of Fraktur and Roman types, manufactured paper and printing-ink, and in 1876 had the most extensive printing and publishing business in America. In 1876, however, he and his family, having religious scruples against war of any sort, were unjustly classed as Tories antagonistic to the revolutionary sentiment, and were compelled to abandon the business and temporarily exile themselves. Christopher Sauer II. passed on in 1784, aged sixty-two years. In addition to his extensive business he gave much time to spiritual matters. He was bishop of the Church of the Brethren (Dunkers) from 1753 until his death, having previously held the offices of deacon and minister. On January 1, 1899, a tablet was erected in Germantown in his honor and that of his father, the first German printer in America. Christopher Sauer II. and his father were counted rich in their day. Bishop-printer Sauer was noted for his charities, and was known among the poor as "The Bread Father." At the close of the War of Independence the printing and publishing business was resumed by Christopher Sower III., and it is still continued by the Sowers in Philadelphia under the title of Christopher Sower Co. at No. 124 North Eighteenth street. All honor to a family who sowed such fruitful seed, suffered for principle's sake, and at all times has held a forward place among the citizens of Pennsylvania.

As I may not again have occasion to refer to German printing, this is an appropriate place to mention "The First Century of German Printing in America, 1728-1830," by Oswald Seidensticker, Philadelphia, 1882, 254 pages, worth about $3; invaluable on this subject. During the first century German printing was carried on in forty-seven places, thirty-one of which were in Pennsylvania, three in Maryland, four in Ohio, five in Virginia, and one each in New York, New Jersey, Massachusetts and Nova Scotia. There was no German paper successful in New York until the *Staats-Zeitung* was started in 1834. The first German printing in Cincinnati was in 1807. The oldest living German paper in America is the *Adler*, of Reading, Pennsylvania, which was first issued November 19, 1796. Its first owners were Jacob Schneider and George Gerrish. The present owner is John Weiler.

Pennsylvania distinguished itself in the printing of Bibles. The first Bible printed in America was Eliot's Indian Bible, Cambridge, 1663, "Mamusse Wunneetupanatamwe Up-Biblum God Naneeswe Nukkone Testament kah wouk Wusku Testament . . . printenoop nashpe Samuel Green," etc., a copy of which is now worth $10,000 or more. Eliot published an Indian New Testament in Cambridge in 1661. You may read all about these works and others in "Early Bibles in America," by Rev. John Wright, New York, third edition, 1894, 483 pages, illustrated, worth about $4, which is mainly a record of the good work of practical printers, during a period when the printer was usually also publisher and editor. To Pennsylvania belongs the honor of issuing the second Bible, Sauer's first German Bible, 1743, and the first Bible in English, Aitken's, 1782, and the first Douay or Roman Catholic Bible, issued by Mathew Carey in 1790. Massachusetts comes next with Isaiah Thomas' Bible of 1791; and then New Jersey, also in 1791, with Collins' great Bible; and then New York with Hugh Gaine's Bible of 1792.

There is a fruitful field awaiting a historian of printing in the magazines, archives and newspapers of Pennsylvania; here I can merely refer to the main sources. The next part will deal with the histories of printing in New York.



A Good Story.

MEETINGS

Southwest Printers' Cost Congress.

The Southwest Printers' Cost Congress, held at Hutchinson, Kansas, November 14 and 15, 1913, was one of the most successful meetings in point of interest that the organization has held. The congress opened at half-past nine on Friday morning, and after the invocation, the address of welcome and the response, the reports of officers and standing committees were given, after which the meeting adjourned for lunch.

The afternoon session took the form of a school of estimating which was followed by an exemplification of the cost system and an address on "Keeping Costs for the Combined Newspaper and Job Office." Before closing this session the Nominating Committee and the Committee on Resolutions were appointed.

Following a discussion on the subject, "Is a Correctly Kept Cost System of Benefit to the Employee?" the evening session was turned into a smoker.

After addresses on "Organization," and "The Damnable Details," on Saturday morning, the Committee on Resolutions made its report, with the result that the two following resolutions were unanimously adopted:

WHEREAS, This the fourth annual Southwest Printers' Cost Congress has proved so successful and developed so much interest, and

WHEREAS, There is necessity for continued effort in the matter of further developing the cost system and studying the problems of this our chosen profession, therefore be it

Resolved, That we make the Southwest Printers' Cost Congress a permanent organization, and ask each firm here, heretofore or hereafter represented, for an annual subscription of $3 to cover the deficit of this convention and to raise funds for carrying on the work of the congress. This annual dues of $3 to cover registration at convention and membership in the Southwest Printers' Cost Congress for one year, and said membership to entitle the holder thereof to any information and help in estimating or installing cost system by mail; and be it further

Resolved, That we proceed according to program, and at the proper time elect officers for the ensuing year, with an Executive Board of twelve members, who shall conduct the affairs of the congress for the ensuing year.

WHEREAS, It has been called to the attention of this congress that the Government of the United States is engaged in the printing of stamped envelopes, newspaper wrappers and other matter, in direct competition with the printers of the United States at large; and it is also shown that this printing is done at a price many times less than the actual cost thereof, and it is also shown that the large corporations, mail-order houses and banks are furnished with this printed matter at prices approximating one-fourth the price charged for unprinted envelopes to the general public; therefore

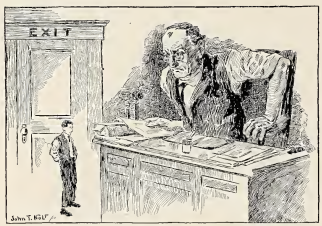
Be It Resolved, That the members of the Southwest Printers' Cost Congress, in convention assembled, join with and extend their hearty support to the National Editorial Association, and the United Typothetæ and Franklin Clubs of America, in their efforts to secure a discontinuation of the present unfair competition of the Government with the printers of the United States in the printing of envelopes.

Be It Further Resolved, That we recommend a definite pledge from each office to help the work above set out, namely, a minimum sum of $1 and a maximum sum of $5, for each office of the Association, this sum to be paid on the call of the secretary of the Legislative Committee of the National Editorial Association.

Saturday afternoon was devoted to the report of the Nominating Committee, the election of officers, the selection of the next place of meeting and miscellaneous business. Joplin, Missouri, was selected as the meeting-place for the 1914 convention, and the following officers were elected for the coming year: President, C. H. Armstrong, Wichita, Kan.; vice-president, W. Y. Morgan, Hutchinson, Kan.; secretary, C. C. Mack, Newton, Kan.; treasurer, S. B. Hudson, Muskogee, Okla. Executive Committee: H. V. Bowman, Muskogee, Okla., chairman; H. W. Southworth, Vinita, Okla.; E. Moore, Hutchinson, Kan.; C. F. Nearman, Tulsa, Okla.; Bert Hodges, Okmulgee, Okla.; W. J. Weiss, Wichita, Kan.; A. S. Gardner, Springfield, Mo.; J. R. McBride, Fort Smith, Ark.; C. E. Shadinger, Abilene, Kan.

TITLES SUBMITTED IN PICTURE-TITLE CONTEST.

The following titles have been submitted in the picture-title contest up to the time of going to press. As stated in our November issue the receipt of titles will close on Janary 10, 1914, and the full list of titles submitted will be



Wanted—A Title for this Picture.

published in the February issue of THE INLAND PRINTER. Our readers will be invited to select, by vote, the title which in their opinion is the best. The votes will be tabulated, and the contributor of the title receiving the greatest number of votes will receive a year's subscription to THE INLAND PRINTER.

1. Ready for the Reprimand.
2. His Judgment Day.
3. Fired.
4. Realized Inefficiency.
5. When Courage Fails.
6. His First Proof in a New Office.
7. Petitioning the Boss for Shorter Hours.
8. "D——n That Compositor — I Ought to Fire Him."
9. The Man Higher Up.
10. An Idler's Dream.
11. "You Say You Want a Job — Why Don't You Look It?"
12. Submitting the Proof of Incompetency.
13. Doubt.
14. Incompetent.
15. The Applicant.
16. Before His Majesty, the Editor.
17. The Master — Mine. (With apologies to the author of "The Master Mind.")
18. Humiliation.
19. Who's Who — and Why.
20. "Sir, I'd Like to Have a Raise in My Salary."
21. Suspense.
22. No Time for a Flag of Truce.
23. On the Carpet.
24. Coming Events Cast Their Shadows Before.
25. The Calm Before the Storm.
26. Knowledge Is Power.
27. The Lamb in the Lion's Den.
28. The Lion and the Mouse.
29. Conquered.
30. The Third Degree.
31. Authority.
32. Dischargment for Dissipating.
33. Hell Box.
34. Awaiting the Verdict.
35. His First Report.

GREETING



May the season bring to our readers many happy joys with good cheer to last through the whole year.

THE INLAND PRINTER
Chicago

Suggestion for a holiday greeting, with appropriate decoration.



An arrangement for a Christmas menu.

THE NORDSEN AUTOMOBILES

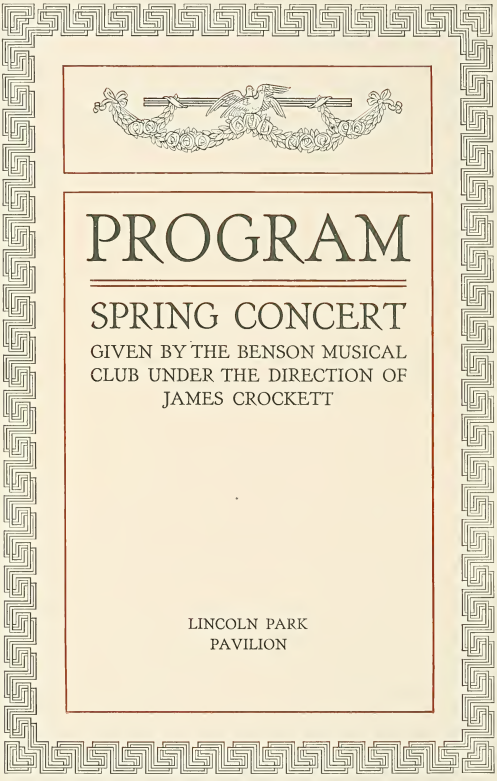


Published by

NORDSEN AUTO. CO.

BELDON, OHIO

A cover-page suggestion.



Arrangement for a program page.

SPECIMENS OF PRINTING

FOR THE ADVERTISER

WITH COMPLIMENTS FROM THE

McFARLAND PRINTERY

3694-3696 HARRISON BOULEVARD



An advertising suggestion.



56 W. Michigan Ave.

WASHINGTON []



A letter-head arrangement, with envelope to match.



YOU are cordially invited to attend the party given in honor of Mrs. Elsie Elizabeth Drummond, President of the Lawn Ladies' Club, by the members, New Year's day, at the Paris Hotel.

THE ENTERTAINING
COMMITTEE

Suggestion for an invitation.

GET OUT

Tuning his fiddle one day in the shade, a fiddler sat. He said he had strayed out in the open to hear again the voices of nature apart from men. Here I can gather, said he to me, the very soul of melody. And it seemed to me he must be right, for often when things in a tangled plight confused me, the more I worked to fix 'em the worse I managed just then to mix 'em. So a hint from the fiddler there in the shade, if good in music is good in trade; and going sufficiently far away I leave off care and trouble and say I'm then in shape to see afar in right proportion just how things are, then shape my course discreet and wise, because I've learned to philosophize.



Suggestion for a decorative page.

JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

No one will question the statement that type-faces in themselves create impressions, offer suggestions and have certain influences on the mind of the reader.

From our earliest apprenticeship, when we were told that "a job for a hardware store should be set in type different from that used for a job for a milliner," we have had impressed upon us the fact that certain type-faces suggested certain things to the mind, and that if we wished to get the best results in our type-designs it was necessary to take these facts into consideration.

But it has remained for Benjamin Sherbow, of New York city, to put the above statements into simple, definite and concrete form. Mr. Sherbow is a specialist in type arrangement and the supervision of printing, and in a recent booklet he has brought out very forcibly the importance to advertisers of the choice of types fitted to give the right impression, suggestion and influence.

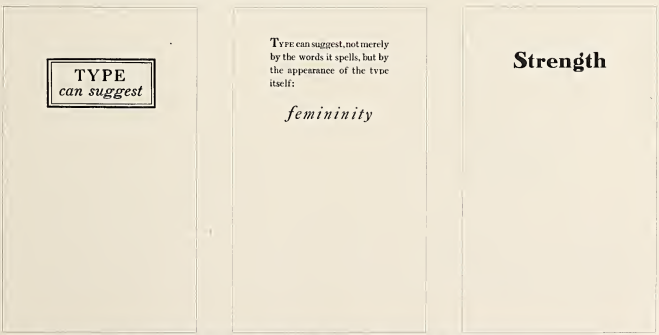
The edition of the booklet was naturally limited, and as the presentation of the points contained therein is so clear and convincing we have reproduced a number of the pages in order that our readers may have the opportunity of seeing how well the subject has been handled.

On the first page Mr. Sherbow has pointed out that femininity is suggested by the light-face italic letter, and surely no one will question the fact that the grace and beauty of the italic letter suggests the feminine. One readily sees the connection between this type-face and such things as laces, millinery, etc.

Next comes the heavy, bold-faced type, suggesting strength. This type carries with it impressions of machinery, castings, etc.

Severity is suggested by the clear-cut letter used in the third example. With its smooth, hard lines and sharp contrasts it carries out very effectively the suggestion.

The roman capitals are dignified, formal letters, and in using this particular letter-form, which approximates very closely the letters usually carved in stone, the impression of dignity is very pronounced.



These reproductions, together with those on the following page, are from a booklet by Benjamin Sherbow, New York city. The booklet is designed to illustrate the suggestive power of type-faces.



The arranging of words vertically, a practice popular with some compositors in an endeavor to achieve originality, has been aptly characterized by Mr. Sherbow as tending to produce the suggestion of inebriety, as is shown in one of the reproductions.

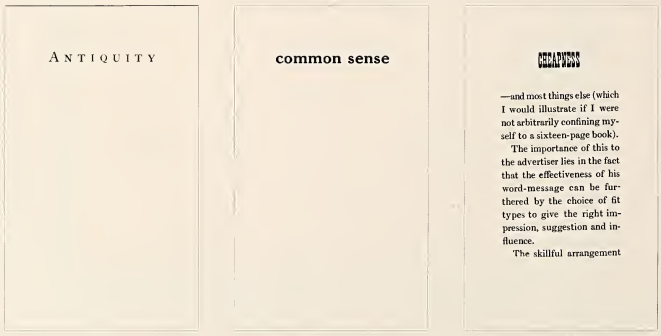
Antiquity, or rather its suggestion, has been exemplified by the use of a line of capitals and small capitals, widely spaced. One readily associates this style of type arrangement with the catalogue of a dealer in old books or antiques.

Common sense has been typified in the use of a lower-case line of a plain letter of medium weight.

One can not fail to catch the intent in the top line of the last page reproduced, as the suggestion of cheapness is readily apparent.

We are all interested in following the course of the man who has gotten away from the beaten paths — who has branched out into new fields in order that his mental horizon may be broadened, and we follow his successes or failures — more especially the former, however — with much interest. This being the case, the readers of this department will undoubtedly take pleasure in looking over the accompanying reproductions of lettered designs by Z. E. Weatherly, of Birmingham, Alabama. Mr. Weatherly is foreman of the composing-room of The Birmingham Publishing Company, and finds time, among his other interests, to devote to designing special work. A close student of lettering and decoration as applied to printing, Mr. Weatherly has produced some exceptionally interesting designs.

Once again the question of decoration forces itself upon us, the immediate cause being a school report card, reproduction of which is shown herewith. Following out the line of thought contained



Commercial Printing Company
Printers · Binders
and Lithographers

Press of
ROBERTS & SON
BIRMINGHAM
ALABAMA







The Birmingham Publishing Company

three years old, going on four, makes occasion of its anniversary to express its appreciation to you who have made possible the modest measure of success the company has attained

October
1913

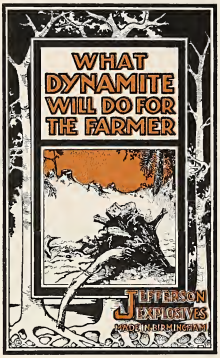
LOOSE LEAF SYSTEMS and BLANK BOOK SPECIAL No 23



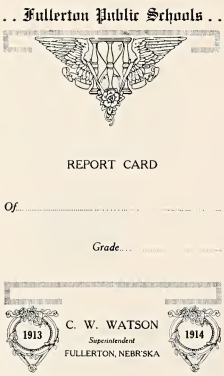
ROBERTS & SON
BIRMINGHAM · ALA.

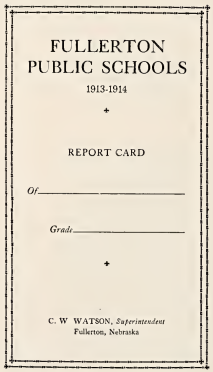
Commercial designs by Z. E. Weatherly, an I. T. U. Course graduate, of Birmingham, Alabama. The two heavy designs in the center of the page were engraved on wood.





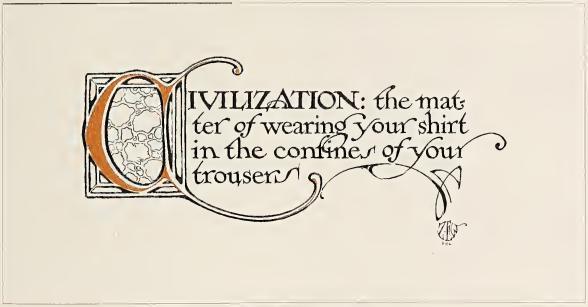
Decorative designs by Z. E. Weatherly, Birmingham, Alabama.





The fussy decorative design at the left little suggests the dignity which characterizes educational work. The dignity and simplicity of the resetting are more in keeping with the subject.

in the reproductions of Mr. Sherbow's examples of type suggestiveness, this card does not appear to fill the bill. We associate the daily workings of educational movements with a certain dignity which is not impressed upon us by the fussy design of unrelated decorative spots here shown. We feel that greater dignity and more simplicity of design should characterize printing of this kind and for this purpose. To this end, then, we show a resetting of the report card in question, eliminating much of the decoration and using the type-face which suggests most strongly dignity — the roman capitals.



Another of Mr. Weatherly's designs.

Common Sense Asserting Itself in Vocational Teaching.

The London County Council has this year decided to change the rules governing all technical schools in London under its jurisdiction. In future no lad is to be taught trades or to receive special technical instruction unless he has already attained a certain standard of elementary knowledge in the three R's. Examinations are held, the passing in which serves as a standard. Lads who fail to pass are required to spend two evenings a week in an ordinary public night school in which English and arithmetic are taught. Such a lad will be allowed to study one evening a week in the trade school. When he has upon examination shown satisfactory progress in the acquisition of elementary knowledge he is allowed to put in two evenings a week in the trade school and one evening a week in the elementary school. Upon passing the standard examination he is not required to continue in the elementary school. A well-known writer, commenting on this sensible restriction, says: "It is, after all, of very little service to have a well-informed and highly skilled man engaged in a technical institute pouring water through a sieve or repeating what are really abracadabras, because they carry no real significance or enlightenment to the young listener. It is a fact that a great amount of his time and the time of his teachers has been simply wasted."

Vocational schools are very numerous in Great Britain, as any municipality may, by establishing them, share in a national fund set aside for the maintenance of trade schools. The restriction set forth above applies to such trades as plumbing, carpentering, etc. It has been proved that it is usually impossible to make a good mechanic out of a lad who has lacked the opportunity or is defective in the power of application necessary to acquire the general elementary education given in the public schools. How much more is that elementary education necessary in lads who enter the printing business and have to deal with words and their meanings every hour they are on the pay-roll? No master printers should allow any lad to enter a composing-room to learn typesetting who is not fairly proficient in the three R's. To do otherwise is foolish, and is harmful both to the lad and the business.

Thanks, Ever So Much, Mr. Farr.

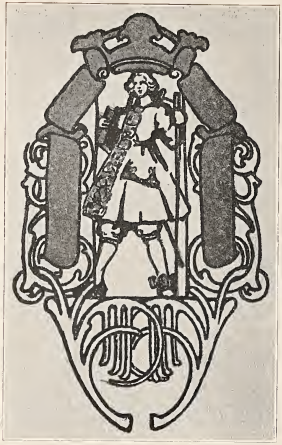
Mr. Edwin H. Farr, editor, *The Whiting Call*, Whiting, Indiana, wrote us the following letter, not for publication, but it is too good to keep:

Yesterday *The Whiting Call* candidate for mayor of Whiting, Walter E. Schrage, was elected by an overwhelming majority. The lights are all lit and burning, and won't go out for four years. We "ain't mad at nobody." Have had a wonderful run of business at good prices, and everybody satisfied and happy. The gentle muse returns, and wishes me to contribute the following:

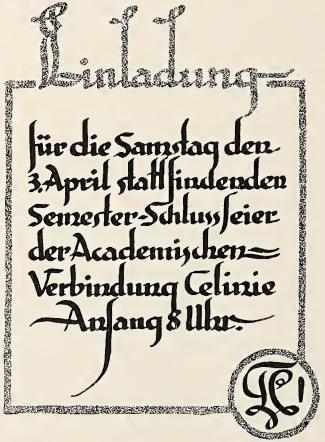
We're off again for another year,
With flying spark and splinter;
And the vim we get, to our hearts so dear,
From the matchless INLAND PRINTER
Is the vim we need, for it puts us right
In the class we like to be in 'ter;
So send it along, and excuse the song —
Here's 3 ($) for your INLAND PRINTER.

Hoping you will survive, I am
Yours very heartily, EDWIN H. FARR.









Designs submitted by German trade-school students in a contest of the Landesgewerbemuseum, of Stuttgart, Germany. Reproduced from *Archiv für Buchgewerbe*, Leipzig.

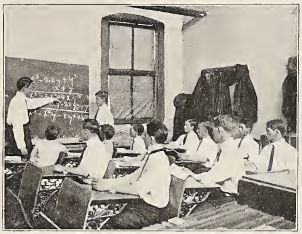
APPRENTICE PRINTERS' TECHNICAL CLUB

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

The future of the apprentice certainly looks encouraging. He is occupying a position which makes him the center of attention in all of the educational discussions now being held throughout the land. Vocational training societies, organizations of employers, organizations of employees, educational bodies — all are keenly interested in the welfare of the apprentice. And in all this agitation the affairs of the apprentice in the printing-office are well to the front, and great effort is being put forth in an endeavor to give him a square deal and make of him an efficient craftsman. In view of this fact, it will be interesting to readers of this department to know of the efforts being put forth by one printing concern — the Foote & Davies Company, of Atlanta, Georgia — to aid the boys in its employ. We recently received from this firm a booklet entitled "Efficiency" in which were set forth the plans of education now in force in its apprentice school. The booklet itself, which, by the way, is an excellent example of high-grade work, was printed and bound by students.

The following paragraphs, quoted from the booklet, will give a clear idea of just how this instruction is handled:

"In the apprentice school are combined a school of the ordinary type — with a curriculum embracing





Views in the apprentice school of the Foote & Davies Company, Atlanta, Georgia.

by developing still more efficient workmen. The purpose of the school is to make each graduate an expert in some branch of the business, familiar with all branches, and with a thorough education, moral as well as academic and technical.

The advantages to the boy are obvious. He is receiving an education and at the same time is being taught a first-class trade more thoroughly than he could learn it in any other way. He is being prepared to assume the responsibilities of life, equipped with not only a literary education — which is almost essential, although insufficient alone — but at the same time with a thorough knowledge of a productive trade, which ever has a cash value; and, in addition, he acquires an invaluable asset in learning how to work with the greatest degree of efficiency at that trade. While the students are given the widest opportunity possible, their success depends upon their individual efforts, and the diligence with which they apply themselves. It is particularly true of the printing trades — as it is of all trades requiring skill in their practice — that every boy is not fitted by nature to become a skilled workman. When a boy who does not show an aptitude for any branch of the business, and is not fitted for clerical or administrative work, enters the school, he is eliminated as soon as possible, to make room for those who do show promise. No time is wasted in developing a mediocre workman — beside the useless expenditure of energy involved in such a process, it would not be fair to a boy who might be a genius of efficiency in some other field of achievement.

The instruction offered is at all times intensely practical, and tends to the development of thoroughly competent workmen. It is for this reason that the literary feature of the school exists — *for a general education is necessary to competence in any line.* As far as is consistent, literary instruction is given in such manner as may be most readily applied to

Page from a booklet issued from the apprentice school of the Foote & Davies Company.

the studies usually offered in the higher grades of grammar schools and the lower grades of high schools — and a technical training school offering instruction in all branches of the printing business, which comprehends all trades included in the term 'graphic arts,' as well as all allied industries, such as bookbinding, electrotyping, etc. Half the time of the apprentice is spent in the school, the other half being utilized in the different departments of the plant, where they put into practice the technical knowledge gained in the schoolroom under the direction of the heads of the various departments, so that the shop at large serves as a laboratory for the school.





Views in the printing department of the West Technical High School, Cleveland, Ohio.

"The advantages to the boy are obvious. He is receiving an education and at the same time is being taught a first-class trade more thoroughly than he could learn it in any other way. He is being prepared to assume the responsibilities of life, equipped with not only a literary education — which is almost essential, although insufficient alone — but at the same time with a thorough knowledge of a productive trade, which ever has a cash value; and, in addition, he learns how to work with the greatest degree of efficiency.

"The mathematical problems which are given to the student are of a kind which arise every day in actual work in the shop. The exercises in rhetoric and grammar are given with special reference to punctuation and correct paragraphing, which are necessary for good work in the composing-room."

The literary department of the school is in charge of W. W. Foote, while A. A. Wilson has supervision over the technical department. Herewith are shown a few views of the school, together with one of the text pages from the booklet.

The apprentice is also receiving much attention from educational bodies, and high schools in many of our cities offer courses to apprentices in printing as well as other trades. In Cleveland, the Ben Franklin Club has coöperated with the board of education, with the result that the printing department of the West Technical High School of that city is in the front rank as an aid to ambitious boys. One-half of the time spent in the school is devoted to the study of lettering and design, the balance being devoted to what might be called the practical work — composition, presswork, etc. The printing instruction is under the supervision of J. Orville Wood, a practical craftsman and a graduate of the I. T. U. Course of Instruction in Printing. The reproductions shown herewith will give an excellent idea of the equipment placed at the disposal of the boys, as well as some idea of the class of work which they are producing.

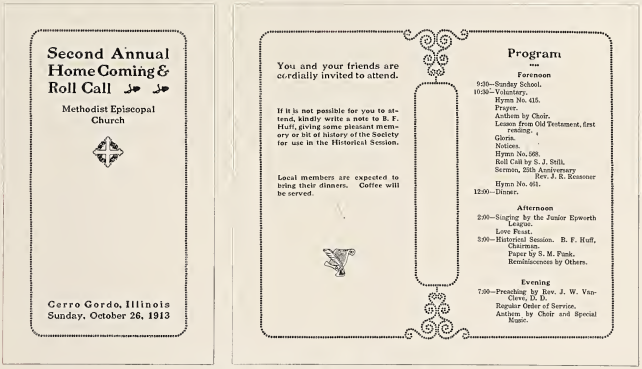
Specimens.

Geo. Wm. Mayer, Pittsburgh, Pennsylvania.— In order that perfect harmony of shape and tone may be maintained throughout a piece of work, it is desirable that it be confined to one or two type-faces. We note that in some of the specimens sub-

mitted you have used three or four different series, and would suggest that you avoid this in your future work. We would also suggest that you avoid the arrangement of type in curved lines, as lines of this character are rarely, if ever, pleasing.

H. B. RUBIN, Troy, New York.— The window-cards are well reproduction. The spots on the program cover are rather too strong for the rules with which they are used. We are pleased to award you a "Certificate of Excellence."

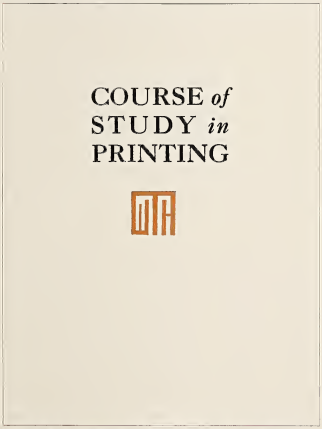
WALTER F. SCHULTZ, Keene, Texas.— We would suggest that the two large lines which comprise the name of the school be



Interesting pages by Walter Wallick, Cerro Gordo, Illinois.

arranged and very pleasing, those printed on red stock being especially good. The color of the stock, however, prevents a

placed a little closer to each other, with more space between the last one and the line containing the address. The color com-



Work of students of the West Technical High School, Cleveland, Ohio.



Work of students of the West Technical High School, Cleveland, Ohio.

bination is quite satisfactory, although the design is hardly strong enough to admit of a cut in the background without loss of legibility.

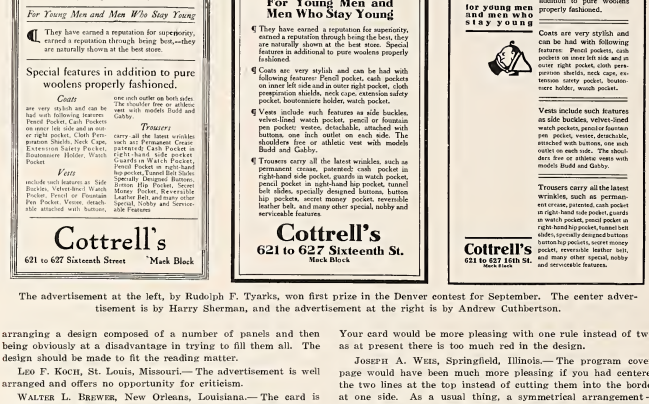
CARL CURTISS, Kalida, Ohio.— The specimens are all good. We would suggest, however, that you raise the center line on

the theater ticket about two points and set the last line in the same series of type as that used for the top line.

HOBART RONE, Yuba City, California.— We think you have done nicely with the ticket, although perhaps one or two series of type would be preferable to having each line in a different face.

THOMAS GODFREY, Vancouver, British Columbia.— While one can not but admire the mechanical excellence which characterizes the card, we feel that the matter of panels has been a trifle overdone and that a more simple arrangement would better fit the amount of copy which you have used. We should avoid

HAROLD WILSON, Nashua, New Hampshire.— While the advertisements are quite satisfactory, there are one or two points to which we would call your attention. In the advertisement for the L. Carlton Furniture Company we note that you have set the display at the top in condensed type and the display at the bottom in an extended face. A more pleasing harmony of shapes would have been secured if you had used the condensed letter for the bottom display also. In one or two of the advertisements we note a tendency to place too much space between words in lines set in condensed type. There is too much decoration and too little variety of type-sizes in the theater advertisement.



The advertisement at the left, by Rudolph F. Tyarks, won first prize in the Denver contest for September. The center advertisement is by Harry Sherman, and the advertisement at the right is by Andrew Cuthbertson.

arranging a design composed of a number of panels and then being obviously at a disadvantage in trying to fill them all. The design should be made to fit the reading matter.

LEO F. KOCH, St. Louis, Missouri.— The advertisement is well arranged and offers no opportunity for criticism.

WALTER L. BREWER, New Orleans, Louisiana.— The card is well arranged, although we would prefer your suggestion as to the distribution of the colors. The letter-head is good in design, although the type-sizes are perhaps a trifle large.

JOSEPH TINGER, Chicago, Illinois.— We would suggest that you avoid wide space between words when using the text letter. This particular letter form was designed to set closely together, giving a rich color effect to the page, and when we space widely between words we destroy this color effect and break the design up into spots. The specimens as a whole are very satisfactory.

WALTER WALLICK, Cerro Gordo, Illinois.— All of the specimens are well arranged and we find nothing which calls for criticism. The pages of the program for the Methodist church are interesting, and we show herewith reproductions of them. As a matter of personal taste, we would prefer to see the ornaments omitted from the third line on the cover, with the reading matter centered. We are pleased to award you a "Certificate of Excellence."

G. G. GREEN, Sherbrooke, Quebec.— The work is all very neat and tasty. We would suggest that where it is necessary to space a line out to fill a certain measure you letter-space a trifle, rather than place so much space between words. This applies particularly to the third line on the card for F. J. Southwood & Co.

GERALD SWEENEY, Spring Valley, Illinois.— A little more variety in the sizes of type used would improve the two cards. Some of the lines could be set smaller, thus giving more white space. We would suggest the omission of the lower rule from the cover-page design.

Your card would be more pleasing with one rule instead of two, as at present there is too much red in the design.

JOSEPH A. WEIS, Springfield, Illinois.— The program cover-page would have been much more pleasing if you had centered the two lines at the top instead of cutting them into the border at one side. As a usual thing, a symmetrical arrangement — one in which all of the lines are centered on the page — is preferable to an arrangement in which some of the lines are thrown to one side or the other. There is altogether too much space between words in the upper lines on the blotter. We would suggest that you avoid arranging words vertically, and in this connection would direct your attention to one of the reproductions shown in the Job Composition Department.

Results of the Denver Contest.

The problem in the September contest conducted for apprentice members of Denver Typographical Union, No. 49, was the setting of an advertisement, and the results were as follows:

First Place — Rudolph Tyarks, with the Great Western Publishing Company.

Second Place — John Coursey, with The Carson-Harper Company.

Third Place — William Handleman, with the A. B. Hirschfeld Press.

We show herewith a reproduction of the design which won first place, together with two other interesting arrangements submitted by other contestants.

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

THE Moore Printery, Hamilton, Ontario.— The stationery is nicely gotten up, and is quite satisfactory in every respect.

H. R. T. GENNSKE, Youngstown, Ohio.— Your work is all satisfactory, and we note that you have gained excellent effects by keeping each piece of work in but one series of type.



An especially attractive card. Original in gray and gold on white stock.

FROM the Mercantile Printing Company, Honolulu, Hawaii, we have received copies of an interesting program of a printers' outing. It is printed in green and brown on white stock.

THE work of N. P. Eby, Fresno, California, is invariably pleasing in design and color. A package of recent specimens emphasizes the value of simplicity in type arrangement.

Printin' Dope, the house organ of Miller & Hancock, Cincinnati, Ohio, is attractively gotten up, the text matter being interesting and the typography pleasing.

H. H. MUNGER, Chicago, Illinois.— The work is very satisfactory throughout, and calls for no criticism. The card for Carl S. Junge is an unusually pleasing example, and we show herewith a reproduction of it.

A PACKAGE of commercial specimens from H. Nidermaier, Youngstown, Ohio, contains an unusually large number of interesting examples. Among others, a menu title-page is especially noticeable, and we show herewith a reproduction of it.

HARRY MINCH, JR., Philadelphia, Pennsylvania.— The specimens are all excellent in arrangement and offer no opportunity for criticism.

FROM M. E. Miller, Fairmont, West Virginia, we have received a package of attractive commercial work, well designed and pleasing in color arrangement.

SPECIMENS from Frederick J. Barton, Farmington, Maine, are exceptionally neat in appearance and pleasing in color. A consistent use of old-style type characterizes Mr. Barton's work.

BOOKLETS and advertisement designs from the Gage-Downs Company, Chicago, are very striking in design. A noticeable feature is a pleasing relation between illustrations and text.

H. R. WITTER, Canton, Ohio.— The specimens show a clever originality and are well arranged. The letter-head design is particularly pleasing in design and color harmony.


BANQUET

IN HONOR OF

J. P. NELSON

CHIEF TIMEKEEPER

SATURDAY, MAY 3, 1913

AT TOD HOUSE

Title-page of a menu by H. Nidermaier, Youngstown, Ohio.

W. G. DANIEL, Wellington, Missouri.— With the exception of a slight tendency toward the use of rather large type-sizes in some instances, your work offers no opportunity for criticism. When one is in doubt as to the relative value of a strong display and a modest one, it is usually safe to choose the latter.

COMMERCIAL specimens from the National Printing Company, Portsmouth, Virginia, are nicely gotten up and offer no opportunity for criticism.

SPECIMENS from I. M. Harris, Brooklyn, New York, are well arranged and conform to the requirements of good typographical design. They call for no criticism whatever.

EARL E. SNOW, Bluffton, Indiana.—Text and script types should be spaced closely in order to secure the most pleasing effects. If you had run the black form last the letters in the main line would have presented a better appearance.

FROM the Review Printing and Embossing Company, Chicago, we have received examples of high-grade embossed stationery.

Organized January 23, 1889
DIVIDENDS PAID SINCE ORGANIZATION $120,750.00

OFFICERS
E. M. THORPE, President
C. M. TYSON, Vice-President
J. A. SPACE, Cashier

DIRECTORS
E. M. THORPE
J. F. THOMSON
J. G. FORBES
C. M. TYSON
T. A. BAILEY
A. H. MANSON
J. A. SPACE

CONDENSED REPORT *of the* CONDITION OF
THE DARIEN BANK
DARIEN, GEORGIA
AT THE CLOSE OF BUSINESS AUGUST 14, 1913

RESOURCES		LIABILITIES	
Banking House	$ 2,000.00	Capital Stock	$ 25,000.00
Real Estate	3,740.26	Undivided Profits	14,574.54
Furniture & Fixtures	900.00	Dividends Unpaid	8.00
Bills Receivable	172,101.82	Individual Deposits	49,278.92
Cash on Hand and with Banks	20,939.07	Cashier's Checks	5,462.11
		Savings Department	63,402.44
		Due Banks	2,055.14
		Time Certificates	24,900.00
		Bills Payable	15,000.00
Total	$199,681.15	Total	$199,681.15

CAPITAL STOCK $25,000.00
UNDIVIDED PROFITS $14,574.54

4% Compounded quarterly paid on Savings Deposits, and 4½% on Time Certificates issued for twelve months.

Safety Boxes for Rent

Foreign Exchange Bought and Sold

We invite business from Banks, Firms, Corporations and Individuals

Blotter design by David J. Gildea, Catonsville, Maryland.

THE Cadmus Press, Los Angeles, California, issues an interesting house organ entitled *Little Uxtra Ordinary*, and the appearances justify the title. It is unusual in treatment, but consistent throughout.

PRESS PRINTING COMPANY, Montrose, Colorado.—Of the two letter-heads we prefer the one printed on the colored stock. Both designs are good, but the stock and colors on the one heading more than offset the embossed effect on the other.

W. H. ORR, Hiawatha, Kansas.—Neither of the specimens calls for any criticism whatever, although we would question the necessity of having the city and state addresses appear twice on the letter-head.

A. H. MISHAW, Toronto, Ontario.—The booklet is very nicely arranged, and offers little if any opportunity for criticism. We would, however, suggest that the colors be omitted from the line directly above the cut on the first page.

The work is exceptionally well handled, and the colors are very pleasing.

A BULLETIN produced for the Sangamo Electric Company, of Springfield, Illinois, by Ray D. Lillibridge, Incorporated, New York city, is nicely gotten up. The design and colors are pleasing and the half-tones are well printed.

F. H. HERZBERG, St. Louis, Missouri.—The specimens show a lack of shape harmony due to the fact that condensed and extended types have been combined too freely. A lack of variety in the sizes of type also spoils the appearance of much of the work.

DAVID J. GILDEA, Catonsville, Maryland.—Although all of the specimens are well handled, the blotters, reproductions of which we show herewith, are particularly interesting. Simplicity of design and a careful selection of type characterize both of these examples.

Peoples Bank of Reedville, Virginia, Inc.

J. A. HAYNIE, VICE-PRESIDENT
FRANK C. JETT, CASHIER

J. R. HINTON, PRESIDENT

J. C. JETT, 2ND VICE-PRESIDENT
GEORGE H. HINTON, ASST. CASHIER

CAPITAL & SURPLUS $37,500

REEDVILLE, VIRGINIA

283

Blotter design by David J. Gildea, Catonsville, Maryland.

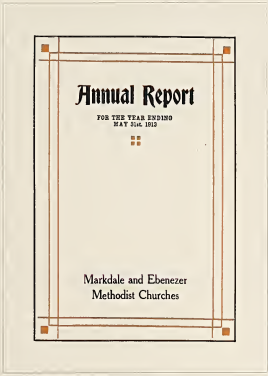
FROM the Randall Company, St. Paul, Minnesota, we have received an exceptionally handsome folder announcing Harry L. Willson as secretary of the company. The folder is printed in blue and gold on light-blue stock.

WILL M. MACGILLIVERY, Boyne City, Michigan.—Both the letter-head and bill-head are good in design and color arrangement. We would suggest that the small end panels be made of the same height as the center panel, thus doing away with the short pieces of rule.

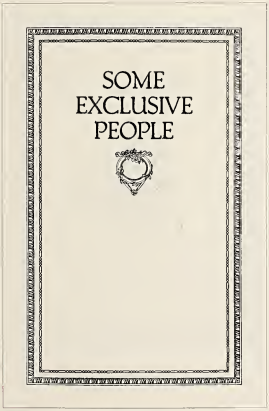
H. C. MILLER, Stratford, Ontario.—All of the examples are well arranged and pleasing in appearance. Perhaps a brighter color would contrast more effectively with the black on the letter-head for the Poultry Association.

ERWIN C. CONGER, Unionville, Missouri.—The stock certificate is nicely arranged and offers no opportunity for criticism. Of the letter-heads, we prefer the one without the panels, although the colors are rather weak, especially for the smaller type.

A PACKAGE of commercial specimens from George Wetzel, New Orleans, Louisiana, contains excellent typographical designs and pleasing color combinations. None of the work calls for criticism.



Interesting cover-design by the Standard Printing Company, Markdale, Ontario.



A cover-design by the printing-house of L. H. Roberts, Toledo, Ohio.

FROM Axel Edw. Sahlin, Jersey City, New Jersey, we have received a package of interesting type-designs. Although Mr. Sahlin is now with the American Type Founders Company, these specimens were produced before he left the Royeroft shop at East Aurora and bear the impress of that plant.

R. C. HENRY, Williston, North Dakota.— Of the three letterheads, we prefer the one printed on gray stock, although they are all good. We would suggest, however, that the design be placed closer to the top of the heading, with the address underneath.

A PORTFOLIO of advertising designs by the Barnes-Crosby Company, Chicago, contains interesting and effective examples of various methods of handling publicity literature, the designing, illustrating, platemaking and printing all being exceptionally good.



Attractive cover of the house organ of The Stratford Press, Worcester, Massachusetts.

FROM the printing-house of L. H. Roberts, Toledo, Ohio, we have received a package of unusually good commercial work. The type arrangements are very satisfactory, and the selections of stock and colors are carefully made. We show herewith a reproduction of one of the cover-designs.

THE Stratford Press, of Worcester, Massachusetts, issues one of the most attractive house organs that we have seen. It is called *The Stratford Printer*, and is printed in dark red and gray on gray stock. The cover-design is an especially striking piece of work in three colors, and we show herewith a reproduction of it.

J. W. ARCHIBALD, Salem, Ohio.— The specimens are well handled throughout, and the hand-lettered work is especially interesting as indicating the possibilities in this direction. The cover-page of the dairy leaflet is marred by poor rule-joints, and we would suggest that panel designs be avoided unless the material is in good condition.

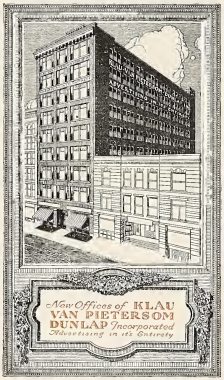
THE Standard Printing Company, Markdale, Ontario.— The cover-page of the fair booklet contains a trifle too much red. The top line on the "Voters' List" booklet shows too much space between words, especially as there is so little space between the ends of the words and the border. The cover of the annual report is an interesting design and we are reproducing it herewith.

To mark the occupancy of its new offices, the Klau-Van Pietersom-Dunlap Company, of Milwaukee, Wisconsin, has issued a handsome announcement, a reproduction of the first page of which we show herewith. The original is printed in brown and orange, on india-tint stock, and is very striking.

We show herewith a reproduction of the effective cover of a booklet recently issued by F. W. S. Clark & Co., Limited, London, England. The booklet deals with the advantages of good illustrations in printed matter, and the cover, which is particularly appropriate, is printed in two colors.

Announcement of the formation of the Missouri-Interstate Paper Company, of Kansas City, Missouri, by the consolidation of the Missouri Paper House and the Interstate Paper Company, is made in a handsome booklet just issued. The text is well printed, and the illustrations, which consist of half-tone portraits of the officers, are tipped on the pages.

An attractive announcement on hand-made stock calls attention to the fact that Hal Marchbanks has purchased the printshop of the Hill Publishing Company, New York. For the past seven years Mr. Marchbanks has been manager of this plant, and has been much in evidence in the simplicity of treatment which has characterized its product.



Cover-page of an effective announcement by the Klau-Van Pietersom-Dunlap Company, Milwaukee, Wisconsin.

La Fayette Doerty, Findlay, Ohio.— Your specimens are, as usual, excellent in design and color. We note the special design for the theater heading, and would suggest that if you had made the decorations at the ends a trifle smaller it would have allowed more space for the center panel, and thus admitted of slightly larger lettering.

We show herewith a reproduction of one of the labels used by The Paper House of New England, Springfield, Massachusetts. The original is printed in black and orange on white stock, and this color combination, as well as the style of typography shown on the label, characterizes all of the printed matter used by this concern.

The Art Press, Weyburn, Saskatchewan.—As a usual thing, the most satisfactory results are secured where the greatest portion of a piece of printing is run in a cold color, rather than a warm one. As red, orange and yellow are warm colors it is advisable that they be used only in small quantities — just enough to brighten up the page. Of the three blotters, the one on gray stock shows the most pleasing color arrangement.

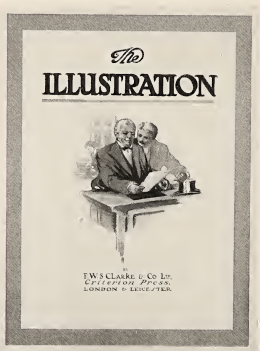
John Orlebke, Rochester, New York.— While both of the specimens are good, we would make one or two suggestions regarding them. We would suggest that you avoid leading part



A striking label design.

of the text matter on a page and running the balance solid, as you have done on the second page of the program. We would also suggest that a red inclining more toward orange would contrast more pleasingly with black on the poster.

A package of commercial specimens from Charles Ashcraft, Middlebourne, West Virginia, contains interesting designs and good color combinations. Aside from the fact that a few of the specimens show borders which are composed of rather large



Attractive booklet cover by F. W. S. Clarke & Co., Ltd., London, England.

individual pieces, there is nothing in the work which calls for criticism. Where borders are used, care should be taken that they are composed of small designs that may be seen as a running band of color rather than a succession of separate spots or designs.



Excellent advertisements by George L. Schuessler, St. Paul, Minnesota.

LOUIS F. RUEL, JR., New York city.—All of the specimens are well handled and none of them calls for criticism. We show herewith a reproduction of one of the cards.





Ticket designs by R. J. McAnally, Omaha, Nebraska.

SPECIMENS from R. J. McAnally, Omaha, Nebraska, invariably show interesting designs. Among his recent work, perhaps the most unusual arrangements are those of cards and tickets. We show herewith reproductions of some of them.

HEREWITH are shown reproductions of a number of advertisements by George L. Schuessler, St. Paul, Minnesota. They were designed for a small publication, the nature of which permitted a strong display. Although they exemplify contrast rather than harmony in type-display they are very pleasing and are excellent in arrangement.



Attractive ticket by Louis F. Ruel, Jr., New York city.

JOHN W. HAZELDINE, Vancouver, British Columbia.—The specimens are very satisfactorily gotten up, although there are one or two points to which we would call your attention. On the cover for the Manx Society program the cross rules are too heavy to harmonize in tone with the type, and the cut, being placed directly in the center of the space between the upper and lower groups, does not divide the space into pleasing proportions. When the text letter is used, it should be closely spaced between words and lines.

"HOW THE BOOKLET GOES THROUGH THE PRINTING SHOP" is the title of an attractive booklet issued by the William F. Fell Company, Philadelphia. It is in the nature of a personally conducted tour, and takes up, point by point, the various processes through which the booklet goes from its beginning to its completion. The object is to give to the buyer of printing a clearer conception of the requirements of good work in order that he may get better results in his dealings with the printer.

The booklet is nicely gotten up, and is in keeping with the high standard which marks the productions of the William F. Fell Company.

arranged, this line divides the space between the upper and lower groups into equal parts, and does not give proportion in the breaking up of the white spaces.

A. J. COOPER, *President* JOHN P. GOMES Jr., *Vice-President* A. L. EAKIN, *Secretary*

Honolulu Typographical Union No. 37

Executive Committee { M. CHAS. WEBSTER / HEYER HILL / R. C. STEARNS

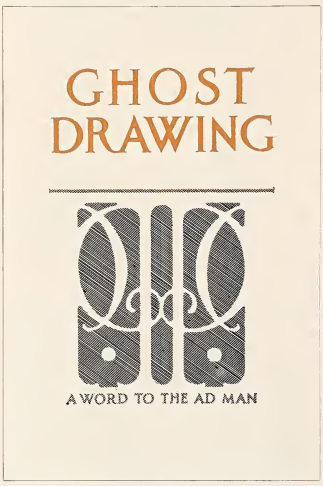
ORGANIZED AUGUST 9, 1884
P. O. Box 556

A pleasing letter-head by J. P. Gomes, Jr., Honolulu, Hawaii.

THE typography of J. P. Gomes, Jr., Honolulu, Hawaii, is invariably neat and simple in design and marked by an absence of undue ornamentation. We show herewith a reproduction of one of his letter-heads.

WE show herewith a reproduction of the cover of an attractive booklet issued by William E. Peterson, New York city. The original is printed in orange and gray, on gray stock, and is very striking.

A. P. HALFIN, Calgary, Canada.— The letter-head is very satisfactory, although we would suggest one or two slight changes. The outer rules, the rule underneath the main line, and the ornaments in the end panels are just a trifle heavy to harmonize in tone with the type. The two lines in the center panel should be placed closer together, especially as there is so much space between the ends of the lines and the rules. On the program cover-page the main line should be raised a trifle. As it is now



Striking cover-design by Wm. E. Peterson, New York city.

WE show herewith a reproduction of a poster produced by the Hawaiian Gazette Company to advertise the 1914 Water Carnival at Honolulu. The original, which suggests a lithograph, was printed from zinc etchings in four colors, and as the making



A striking poster by the Hawaiian Gazette Company, Honolulu, Hawaii.

of the plates necessitated combining some of the methods of the lithographer with those of the zinc etcher, a description will be of interest. The half-tone was first etched in the center of a 25 by 38 inch sheet of zinc, the remainder of the surface being protected. The balance of the block, or key-plate, was then drawn on the zinc with tusche and etched impressions taken on semi-transparent or tracing-paper, after which the impressions were bronzed to insure absolute opaqueness. This was then used as a negative and printed on sensitized paper to insure register for the other colors, which were then worked up with a shading machine, etching ink and tusche, as in smaller work.

COST AND METHOD

BY BERNARD DANIELS.

The Fallacy of the Competitive Bid.

Competition of the right kind is a benefit to any line of business, but the so-called competitive bid of to-day, as we see it in the printing business, is a fallacy that has come to us from the ages when our ancestors were groping for light and endeavoring to protect one another from the rapacity of the rascal and the perfidy of the lying salesman. It only served to cultivate the lower passions of the mind, greed, cupidity and trickery, and put every man who entered the competition on his mettle to do or die — and he usually succeeded in doing himself. Even in the modified form we have to-day it is a promoter of dishonesty and a destroyer of quality.

The fact has been proved that no institution, government or business founded on unfair methods can continue to exist and grow for any lengthened period; it will soon decay and collapse. No business built up by taking advantage of any one class of its clients or customers, or of the people who supply its needs, can be continuously successful. Therefore, successful business houses generally use good printing and preferably buy it from printers with a cost system.

The "cost-plus" idea did not start with a printer or in the printing business, but it is being rapidly introduced and will soon be a factor in the placing of all the most desirable orders. Once the buyer of printing learns that his printer has a cost system that can be depended on he feels safer in giving him the open order than he does in struggling with competitive bids and trying to interpret the mixed specifications so as to get what he thinks he is paying for.

All estimates are not competitive, nor is all or even a large proportion of the printing done placed by estimate; if it were, quality would soon be a relic of the past and the business again drop into the depth it had reached about a dozen years ago when the various boards of trade, Franklin clubs and master printers' leagues sprang into existence through the very emergencies of the occasion.

The past few years have shown that there is a real competition that is more effective, and which will bring more business and more money to the printer than all the competitive bidding, and that is the competition of quality. These two competitions are as far apart as the antipodes and as different as day from night, and the education of the public as to the fallacy of the competitive bid and the establishment of a market value for the printer's product, which is gradually being wrought out, is creating a competition of quality and service that will soon place the printer where he belongs and make the printing business what it should be — the leading manufacturing business of the world. Almost every one has heard the story of King Solomon and the blacksmith, and perhaps has seen the beautiful picture of his recognition that has been plentifully copied; but few printers realize that they stand to the whole world to-day as that smith stood to the other workers. He made their tools; without him they were helpless. The printer makes the tools of business; without him modern business and civilization would perish from off the earth. Why then allow the cunning workmen in other lines to play you and deceive you with the worn and flimsy fallacy of the competitive bid?

Come out and be men. Declare your freedom and publish your price-lists and stick to them. Victory will not at once perch on your banners, and there may be several bitter fights, but you must win if you stand resolutely fast and protect yourself with the breastworks of a correct cost system backed up with the desire to serve and the determination to give value and demand it.

Imagination and Reality.

Quite recently we felt it our duty to do some missionary work with the hope of converting a printer who was almost ruinously low in his prices on every large job he handled. He was easy enough to approach and admitted that he had never found any cost system that gave him satisfaction. When remonstrated with for his low prices he said: "What would you have me do; rob the customer?" This, no doubt, he intended to draw forth a question as to his profits, for at the hint as to there being any he quickly said, "Why, we made twenty-five thousand dollars in this business last year," and said it as if he really believed it.

This started our curiosity, and after diligent inquiry we found that he was running a plant that cost $150,000 and keeping it fairly busy and should have been doing a gross business of from $200,000 to $250,000, on which latter sum his $25,000 profit would be only ten per cent, a sum certainly none too large. But knowing of some of the prices that he had been quoting — in several cases far below the actual cost of houses having cost systems — we were still mildly curious and asked, "Do you take your depreciation and interest out of the business each year and deposit it in a special fund — that is, the depreciation in a renewal fund and the interest in your own account for the use of your capital?" "Why, no!" was the reply. Then we asked, "Did you increase your plant to an extent equal to the amount of depreciation last year?" Again a decided "No!"

Then picking up a pad we made a few figures as follows:

Value of plant, $150,000:	
Depreciation, at 10 per cent.	$15,000
Interest, at 6 per cent.	9,000
Total that should have been withdrawn	$24,000

Here then was the secret of his supposed profit of $25,000 (speaking in round numbers). He was living on his plant investment, like a starving man on a desert

island, gradually consuming his own fat and flesh until death came to give relief. But unfortunately for the trade at large death comes all too slowly to the printing-plant that is being eaten up by low prices and the want of a correct cost system. The occasional high price helps stave off the evil day, and they long remain as thorns in the flesh of the trade at large.

Is there a remedy? Yes, a compulsory placing of a correct cost system in every printing-plant in the land. A big job. Yes, but not bigger than has been accomplished along other lines. All we need is the right start, and that we will get just as soon as enough printers who know the need of a cost system get together and go to work.

If the machinery and supply houses were to refuse to sell to any printer who could not show them a report of his cost system, showing a reasonable cost and a statement of business showing a fair profit, it would not be two years until every printer on the continent would have a good cost system. Of course, there would be a big readjustment of trade, but all would be making money, which only the few are doing now.

It Takes Too Much Time.

In the office of the average print-shop the salesman brings in his orders in the shape of a rough memo. pinned to the copy or written on the copy, or hands in the copy only and gives the order clerk or foreman indefinite or indistinct verbal instructions. Then, if anything happens to go wrong with the job, he claims that he "told Jim all about it" and can't see how he should be held responsible. And sometimes the shoe is on the other foot, and while the salesman has given definite instructions they have not been placed on the order sheet and the job either goes through wrong or has to be held up until the salesman comes in and straightens things out.

This state of affairs is one of the causes of lack of profit in the printing business and of lack of respect for the printer by his customer. When handling stock goods that only have to be taken from the shelves and passed along to the customer a simple number or other identifying symbol is sufficient to prevent error; but where goods are not only made to order, but each individual order is considerably different from any other order which has preceded it, a more distinct and definite method of handling the job must be devised, and that is why the order sheet or job record of a first-class cost-system printery is such a complicated looking affair.

When approached by a really efficient order blank many printers will exclaim: "It takes too much time to fill out all that blank, and besides we do not need half those items on most jobs." And he really means what he says. Let us see if he is correct. Let us visit his shop and see how his "simple blank," as he calls it, works, with only part of its spaces filled out.

As we enter the shipping space just back of the office the first thing we see is a young man carefully looking over an order and then starting to pack up the job. He has it jogged up and counted into 500's and is just about to wrap it up when the "boss" says, "Is that Jones' letter-head?" Being informed that it is he says, "Don't you know it was to be padded in 50's?" On being told the ticket doesn't say anything about pads, he very forcibly says, "You have been here long enough to know that all Jones' work is padded. Only last week you let one lot get by." Then up comes the cutter to know whether the card for the hardware dealer is to be run two up or single, and the young woman in charge of the folders to ask whether the program promised that afternoon is to be wire-stitched or silk sewed like the dummy, and if the latter, where the silk is. Then the boss explodes and says, "I can't get any one to use their heads, it's all up to me to watch every little thing or I would be going to the poorhouse."

A gentle suggestion that all this could have been prevented by having some one write on the job-ticket just what was to be done, and to write it just when the matter was fresh with no liability of mistake, was treated as arrant foolishness of a cost crank who thought there was "nothing to do in a printing-office except write fairy stories."

Now, this man had a really nice small plant and ought to have been making money, but was barely getting along because of his careless business methods. As we passed into his pressroom he almost ran to one of the presses and snarled at the feeder, "What are you doing; don't you know that job was to be printed in green ink on seafoam paper?" Then, as he got closer, "Why, that stock was for that other job of Brown's." An inspection of the ticket showed no mention of color of ink or paper, and as his attention was called to it he looked a little foolish and said, "Why, the order number ought to have been on the pile of stock."

Here in a few minutes we found more errors and lost time than would have paid for all the clerical work required to completely fill out to the utmost detail all the orders going through the shop for a week, and from the manner in which the workmen took it they were used to this sort of thing.

After asking if jobs were ever set in the wrong type or wrong way of paper or wrong size and getting an affirmative answer, a few plain outspoken words of advice were given anent the proper way to send an order into the workrooms and the fact pointed out that one reset job would pay for a week's wages of an order clerk who would be accurate. Though to tell the truth he had one right there with time hanging heavy on her hands.

Here are a few of the things told him, which other printers will do well to study and practice.

Let every order entering your shop have a serial number and let your work docket be a duplicate of your order blank in arrangement and wording if not in size, and let it provide space to enter the following data:

The name and address of the customer, no matter how well your people ought to know it.

The date the order is received, and the dates on which you have promised proofs and the finished job.

A sufficient description to identify the job as the name of the booklet or catalogue, the number of pages, whether it has a cover or not, how bound, the trimmed size and what color or colors of ink it is to be printed in.

A definite description of the style of type and composition to be used and any special instructions as to punctuation or abbreviations — (yes, they might be on the copy, but they belong here).

Careful data as to size, quality, color and weight of paper or papers to be used and instructions as to the size sheet that is to go to the pressroom.

Instructions as to quality and colors of inks, and the quality of presswork required.

Particulars as to binding, folding, punching, perforating, numbering, padding, interleaving, cording, finishing, and any special work required in binding as well as all ordinary work.

Finally, careful packing and shipping directions and disposition of over copies.

All this has been accomplished by several of the more

popular order dockets and especially well by the Standard cost system form, but there is no fixed form that is unalterable, and you can vary yours to suit yourself, provided it gives your workmen the full instructions needed for a proper understanding of the work.

There is no use to talk of efficiency in your plant or to complain of high costs and small profits unless you let the brains in the office smooth the path of the job through the shop, and it will not suffice to say that "I am always on the job and don't let anything get stuck coming through."

Accuracy from the very start is the price you must pay for efficiency and good profits, and once you allow the ten or twelve dollar clerk in the office to save the time of the twenty-dollar workman in the shop you will realize what it means to really be the boss and use your brains to plan for better business and more of it instead of playing the watchdog through the plant to see that no one falls into the pits you, by office carelessness or laziness, have dug for them.

All improvement in your business must begin in the office and grow out into the shop. You don't pay your workmen enough to expect them to come in and teach you how to let them make money for you (there are many of them to-day who could though, since they have studied the various correspondence courses) and you pay them too much to allow them to waste their time guessing "what the devil that order means."

Just think this over the next time something goes wrong and see if there is not something out of joint in your office methods, before condemning the foreman or workman. Think and act.

The Sales Department.

Last month the Cost and Method department spoke of the selling cost and recommended that all printers who had salesmen should have a "Sales Department," on paper at least, by keeping a separate record of the selling costs and charging up to the department the cost of actual salesmen's wages, a reasonable amount for management or superintendence from the proprietor's salary, all expenses of dummies that fail to land, and all advertising.

A correspondent takes us to task for including advertising — that is, *all* advertising. Now, if advertising is not purely and simply a means of salesmanship, of solicitation, pray, what is it? You advertise to get business; you send out your salesmen to get business; you go out yourself to land some particularly hard proposition. All for the same purpose — to get business.

Most printers spend too much in proportion to the business they get, because they do not realize just what they are spending, the amount being scattered over several accounts. But if every item of expense that was caused by selling and the effort to sell were properly charged to a sales department and the total compared with the total sales, the percentage it was costing to make those sales would startle you — you who expect to make money on a possible margin of twenty per cent, and who are paying from five to ten per cent to your salesmen as salaries or commissions, and paying the art bills for dummies that fail and the carfare and postage bills and advertising bills of the sales department.



CONSIDER THE CAT.

The gentleman who objected to putting the advertising in the sales department is a good advertiser, and said that if he did this his selling cost would be over fifteen per cent, while with advertising in the general expense column his sales cost was only a fraction over ten per cent. He was simply afraid to face the facts, and there are thousands like him.

If you have a properly managed cost system the advertising and selling expense will be distributed over the work whether you have a sales department or not. But if you have the sales department it will receive credit only for the actual business handled, and the load will go where it belongs in the final analysis and you will perhaps find that some work is costing you too much to get. For instance, if a salesman spends half a day planning dummies and persuading a customer to give him a chance at the job and runs up an artist's bill of $15 and incidentals of $2 and

then lands an order for a $200 booklet, he should be shown some way to get all this on the job record of that job, and if he has not had it provided for in the price, either by himself or the estimators, he should be very promptly told not to allow it to happen again.

This is part of the real cost of that individual job, and if all printers understood it there would be fewer cases like one that occurred in a large city, the other day, when over $1,000 was spent on preliminary work by five printers in trying to land a $4,300 job that finally went to the lowest bidder who had spent less than $50.

The day will come when there will be another column on our job record with the heading "Sales Department," and then we may hope to see some more rational method of handling the dummy proposition. Selling is a real, legitimate cost, as much so as composition, but what would you think of the man who made a habit of setting up the job and sending in a proof to see whether he would get the order, failing to charge for the work done or to give the composing-room credit for the number of hours so expended? You pay out money in the sales department and should see that you know what it goes for and what proportion of it is productive.

Specialists and Would-be Specialists.

On several occasions, at cost congresses and printers' assemblages, the speakers have been heard to advise the printer who would get out of the competitive rut to specialize. "Get some specialty and push it," has been their slogan and a mighty good one, too, if properly understood. "Aye, there is the rub," if properly understood.

After such a meeting when a noted advertising man said, "The hope of the printer of the future is in specializing and getting away from the order-hungry mob of every-day printer salesmen," several of the aforesaid hopeful printers came to the writer and unfolded plans of going out after a special line of work — let us say business cards — and by printing it in full sheets make such prices as would give them control of the business. And they were one and all surprised when told that was simply "price-cutting" and had been worked before they were born.

One young man, however, grasped the idea and came to ask for help in working out his proposition, which was a good one and is now making good. He said that he was connected with certain organizations and had friends connected with others where receptions were frequent and where many good addresses were made, and he had conceived the idea of getting the speakers to have small private editions of their speeches printed in neat form for distribution among friends. It was a new idea in that city and he had a good education and artistic ideas (really artistic, not merely ornamental) and inside of six months had built up a nice little special business along this line, often getting an extra fee for revising the copy. To-day, he has two men whom he calls copy-readers doing this editing and is making money because his work sells on worth and service and not on price alone. He is a real specialist.

Then there is our old friend the label-printer who is a real specialist, even though he does double up and charges less than an ordinary printer can look at the job for. And, again, there are in certain localities printers who make a specialty of supplying the printing needed by a certain line of business, such as one firm we recall which does nothing but the printing required by shoe manufacturers. Then, too, we must not forget the ticket specialists with their special machinery and the loose-leaf specialists with their peculiar equipment and several big edition printers scattered over the country. Only the other day we heard of a printer who keeps his plant busy entirely on time-cards for various cost systems.

There is still room for real specialists in many directions and every week or so produces a new opportunity; but the printer who merely doubles up and slightly reduces the cost on standard printing, reducing the price to the consumer more than his saving, is not a specialist in any sense of the word. Yes, there are several letter-head specialists in different cities, and they are making good because they are real specialists and deliver the goods, and do not always do it by doubling up and certainly not by reduction of price.

The tendency of all businesses is to disintegrate into specialties. The first century of printing found the printer his own engraver and typefounder, and in some instances pressbuilder; but gradually the business separated until we now have the typefounder, the pressbuilder, the engraver, the bookbinder, and in some instances — in fact in almost every one of these lines — specialists in the subdivisions, and the end is not yet.

Specialize. Get a good line and equip for it, so that you can control it at least in your own locality and push it; but for heaven's sake don't demoralize the market by trying the double-up plan of price-cutting that has always brought its projector to an acquaintance with that amiable but unyielding officer of the law commonly known as the sheriff. Be a real one or let it alone, and win out by being a real business man.

Making the Cost System Work Smoothly.

The work of properly installing a cost system in a printing-plant and making it work accurately and smoothly is often retarded by the opposition of a few workmen, often only one or two in a department, who have conceived the idea that the system is to be applied as a whip to drive them to greater exertions and cause them to deliver a greater output of work without recompense, or to speed them up. This state of affairs is very annoying to the manager or proprietor who is anxious to get at his real costs in order to know just where he is going and what he may do to best increase his profits by cutting out losses.

A printer in one of the Southwestern States decided to install the Standard cost system and made all the arrangements, even to hiring the expert to do the installing. The blanks were printed and the time-tickets given out to the various departments and a date set on which their use was to begin. Murmurs of disapproval reached him from the shop, but he thought they were merely the usual printerian dislike for a change and paid little or no attention to them. In a few days he began to notice that there were many discrepancies in the records and many more errors of entry and lost tickets than before, so he began to look into the matter and called his foremen into consultation, and was assured that it was not their fault, but that the men could not understand the new-fangled time-tickets and made errors. They were dismissed with a warning that the system was there to stay, and they might just as well take a little time and instruct the men in the use of the new tickets. After about a month or so things seemed to be going better, except in one department. Again a meeting was called and some very emphatic language employed by the "boss" in regard to what must be done. Still no better results. No refusal to use the tickets, but general sloppiness and carelessness in handling them and entering the time of starting and stopping the different

operations. Of course under these conditions all averages were valueless and the records of the individual jobs were in doubt.

At this point the expert suggested that instead of calling a meeting of the foremen, the whole force be called together and he be allowed to explain to them the reason for the time-tickets and the importance of their being exact. On the principle of "any port in a storm" this was done. An afternoon was set aside so that none could stay away; at three o'clock all work was stopped and the whole force gotten together in the shipping department, where there was the most room. Naturally, there was the usual growl and sarcastic remarks as to "Wonder what job he will want this charged to," and "Guess this goes down to repairs or wash-up."

After they had all assembled, the expert stood before them and harangued them something like this: "Ladies and Gentlemen: You are assembled here this afternoon because some among you do not seem to be able to grasp the true idea and importance of a cost system and your part in making it a success. Some of you have acted as though you thought the matter a joke and others as though you resented it as an infringement of your personal rights; but it is neither. It is simply an effort on the part of the man who pays your wages to find out who is going to pay him back again the money he pays you so that he may have it to pay you next week or next month. You know that you have in the office a bookkeeper and a clerk who carefully count every cent that comes into the office and as carefully place it in the bank for safe-keeping until pay-day — yours and the paperman's, the type-founder's and the inkman's — and that unless they did so your positions would soon not be worth holding. The bookkeeper and the clerk do not complain because they are required to use a certain system of bookkeeping in order to keep track of the money coming in and going out; they simply know the necessity and endeavor to collect all that is due the house and pay what the house owes under the direction of the owner, and you would soon feel any carelessness on their part and be quick to resent it if it caused a few cents to be missing from your pay envelopes on Friday. Now, have you ever considered your relation to the proprietor of this plant? Every day he buys from you a certain number of hours of your service for a certain sum each, and there is no doubt that you each deliver the goods to the best of your ability; but to whom do you deliver them? You say 'to the boss'; very well, we will let it go at that. Then the boss has on hand each day a certain number of hours which you have sold him; what does he do with them? 'Sells them!' I hear some one say; and that is right. But how does he sell them? He can't take them off the shelf and wrap them up himself. No, he allows you to deliver them to each customer in small lots, and you become his salesman just as the salesman in the department store who hands you the goods over the counter. You deliver yours by working on the job for Brown, and for Jones, and for Smith, and by printing, binding, etc., their work, and you expect the 'boss' to collect from Smith, Brown and Jones and have it ready for you when pay-day comes, just as do the people who supply the stock for the jobs of Smith, Brown and Jones. But how is he to know how much to charge Smith, how many hours to charge to Jones, how many minutes to Brown, if you don't tell him? He can not stand over each one of you and see just when you start on Smith's job and when you finish on Brown's; he can not hold a watch over you all the time. Must he then guess at it and make mistakes? No, he simply says to you, 'Joe, Bill, John, Mary, just put down on this little sales slip (called a time-ticket because it is time you are selling) the amount of sales you made for me to-day so I can charge them up right.' If you worked in a store you would fill out the slip and give the customer his coupon and think it all right as part of the bookkeeping system of the store; why consider it different in the shop? You are really retailing for the 'boss' the time you sold him by wholesale. You know very well that if he sent a bill to Jones for double time he would refuse to pay it, and that if Smith was not charged with his share he would not pay, and your employer would be at an actual loss. That is all the time-ticket really is — a sales-slip for what you have delivered to the customer to enable the bookkeeping department to find out how much to charge Smith, Brown and Jones, and how many hours were lost, damaged and broken in the transaction so that each of them can be charged his share. Now, isn't that a simple proposition? Don't you all fully understand it and realize the importance of being accurate in your entries?"

At this point a big burly pressman jumped up and said, "But suppose we won't do it?"

The cost expert hesitated a minute and then said, "You will. You are an honest man, and can not help doing it. If you were working in a grocery store would you consider it honest to let customers have goods without charging them up, or would you deliberately charge them up to the wrong party? Now, would you? Would any honest man do this?"

The big fellow had remained standing and when the expert finished he said: "If any one in the pressroom monkeys with a time-ticket from to-day on I will lick him within an inch of his life."

There was a short period of almost painful silence, then he went on: "I thought it was just a spy system to get more work; but now I know it is only right and you can count on me," which brought forth considerable applause.

A few further remarks were made as to the importance of making the right price to hold the work and get a profit, and the aid the workmen could be by marking on their time-tickets the real cause of any delays or lost time, and the crowd was dismissed for the afternoon about an hour ahead of the usual quitting time.

The time-tickets next day showed evidence of having been conscientiously handled, and three months later when the expert returned to check up his work the whole shop was enthusiastic on the cost system, and several of the men had valuable suggestions to offer as to how to make it more effective and easier for the less educated of the hands to handle, and the expert was given a cordial reception.

This is a true story of an installation that almost stalled the installer, and that afternoon meeting was an inspiration almost of desperation, for moral suasion was the only weapon that would have reached them.

The average workman is almost always touchy as to the things that appear to throw a doubt upon his honesty, and conditions in many non-cost shops are such that "doctoring" the time-cards is considered a necessity, and forbearance must be used in getting the men to understand that they and they alone can help you to be honest with your customers. The plan we have related has been used several times since and in each case has been effective in getting the coöperation of those employed in the plant, in putting the cost system on a proper basis. If you are having trouble, try it.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Skilful Handling of Process Plates.

(1585) Submits a four-page section of magazine printed on enamel stock. The four-color plates are printed in an excellent manner, having accurate register, clean, sharp impressions and adequate color. A few irregular edges appear, but they are due to an oversight of the plate-maker and not to any error of the pressman.

Shallow Plate Fills Up.

(1587) Submits a page from a catalogue containing two half-tone plates. One plate is almost solid and its fine lines are filled with ink. The pressman writes: "The sample page enclosed was printed on a platen press with three other pages. The plate marked does not print solid, but looks greasy. Is this due to the ink, rollers or make-ready?"

Answer.— We judge the fault lies in the amount of ink used, which appears to fill in the fine lines of the electro. The form would have taken at least another sheet in the tympan. Possibly with a little more impression, less ink could have been carried and the plate would have printed more solidly without filling in. The plate has the appearance of shallowness. With plates of this kind no soft packing should be used. The ink should be as strong as possible and the rollers fairly hard.

Printing Solids on Antique Paper.

(1590) Submits a four-page circular having several white-line plates. The ink in the solids does not cover well, leaving the grain of the paper showing in several places. The printer writes: "Please advise me how to make the solids print on this grade of paper with cheap book-ink."

Answer.— The type sections seem to have ample impression, while the solids are without exception brought up strong with ink only. The solids require a number of tissue spots to bring up the weak places, and then a few pieces of thin book-paper pasted beneath the top sheet will give them more strength. The patches for the solids should be trimmed just to the margin of the impression. The ink seems to have the proper body for the grade of paper. If sufficient pressure is applied to the solids by your make-ready there should be no spotted or weak solids. As the ink will be thin, the rollers should be softer than where heavy ink is used.

The Taking of Impression on a Clam-shell Press.

(1591) A pressman writes: "My employer and myself are of different opinions in regard to a ——— press. He says the bottom of the platen hits the type before the top — in other words, that the press does not permit the entire form to touch the platen at the same time. Is he correct? He also claims that a large size paper-cutter will not cut paper straight — says it always bevels. Is this correct? I differ on both questions."

Answer.— When the impression is taken on any press of the clam-shell type, or any platen press, contact is and should be simultaneous at all parts of the form. Any cutting-machine will cut paper irregularly if the knife is dull and the clamp is not set down hard enough to hold the stock from drawing out. It is observed where you make a big cut — say a two-ream lift of print-paper — that the knife, if dull, will draw out the stock, and the sheets will not measure the same if taken from different parts of the lift. Hence it is a practice to rub soap on the cutter knife, even when it is sharp. Evidently the observations were made where conditions were not regular, hence his conclusions were as you stated.

How to Make Ready Vignette Half-tones.

(1588) A New York pressman writes: "I have had success in making vignette half-tones ready for the platen press in the following manner: (1) Secure the tympan against slipping. (2) Underlay weak places in the plate. (3) Pull an impression on a piece of 50-pound cardboard and trim the vignette part close to edge of print and chamfer down thin. The vignette plate should be a trifle lower than the surrounding type; underlay the type if necessary.

"Is the overlay made from emery-powder and shellac much used? Would like to hear from any one who has made these overlays."

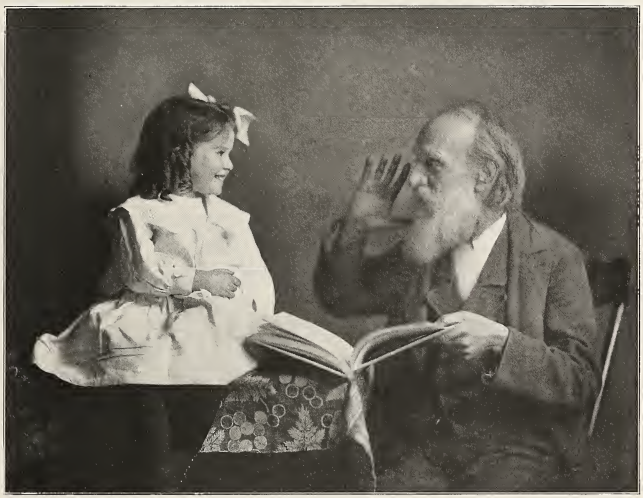
Comment.— We believe the writer of the above communication will have better results if he will have the block reduced in height rather than to underlay the type.

The use of emery-powder and shellac in making overlay is little heard of nowadays. Other things have taken their places. You will probably have more satisfaction by using powdered asphaltum on the overlay and then passing the sheet over a gas flame to fuse the powder. It will give you a substantial relief and you can scrape down any part in order to reduce it.

Printing Half-tone Plates on Antique Stock.

In printing half-tones on antique stock considerable trouble is encountered in securing anything like satisfactory results. From experiments carried on we have made the following deductions: (1) That original plates must be used. Electros are too shallow. The original must be etched deeper than normal and the screen should not be too fine. This matter to be governed by the contrast in the subject, the engraver's judgment to be the guide. (2) The make-ready of the plate should be with a strong overlay. Where the metallic overlay is used, select the heavy zinc and carry the etching beyond normal. With the chalk overlay use the double-coated stock and etch fully. (3) Owing

to the yielding nature of the stock the tympan must be inflexible. The top sheet must be of the hardest manila, and oiled on both sides. Beneath the sheet should be placed the brass sheet. The use of a celluloid top sheet or a sheet of the same material beneath the top sheet will help matters. (4) The grade of ink should match the stock; the finest ground antique inks are desirable, as these have no gloss. The ink supply must be more carefully regulated than for ordinary ink, as a slight excess is at once discerned in the middle tones, while if there is a weak deposit the solids are unnaturally gray. (5) The rollers are highly important. The grade of composition used in engravers' proving-rollers should be well suited, as these rollers are firm, yet have sufficient resiliency to break up the ink and deposit it on the plates. The rollers should be set with extreme care, so as not to drive the ink down in the middle tones. The paper should be firm, even if its surface is not altogether smooth. Even print-paper can be made to yield passable impressions from half-tones if the conditions are correct. We would like to have pressmen write us their impressions on this matter, as it is quite important that it be fully discussed.



"CHRISTMAS STORIES."

Rollers or Tympan Need Renewing.

(1586) Submits a newspaper in which the ready-print pages contrast strongly with those done by the publisher. The home-printed pages are very illegible, owing to the presswork. The publisher writes: "I trust you will examine the copy of our paper and try to locate the cause of our trouble. We have gone to considerable pains in trying to get out a clean, clear newspaper. We can not find out why our press will not print. We know a good print can be secured on it. Will you help us?"

Answer.— From the appearance of the type we judge it is in fairly good condition. The cause of the imperfect printing of the pages may be due to the use of an old tympan and perhaps hard, dirty rollers. The latter condition we feel certain is present. Would suggest that you wash all the rollers and clean out the fountain. If the ink in the bottom of the fountain appears to be filled with dirt it should be thrown away and a fresh supply of clean ink put in. The rollers should be free from all traces of hard ink. If washing the rollers in the ordinary way does not remove the dried ink, you can soften it by rubbing a little crude carbolic acid over the surface of the rollers and allowing them to stand for four or five hours, then wash them with oil or benzin. Repeat this operation until they are clean. If the rollers are hard, owing to long use, it may help temporarily to wipe them off with a damp cloth. It must be understood that the cloth is not to be wet, just moist. When the form rollers are put in the press they should be set so as to have a bearing on the type. This can be done by running the bed forward, with the form on. Place the rollers in their sockets, having them out of contact with the vibrator, lower the sockets so as to leave about one-point space between socket and roller bearing. Tighten the socket-screw. If the form-rollers are hard, bring them to firm contact with the vibrator; if they are soft, have the contact weak. Secure the sockets from lateral movement. The rollers should always occupy

the same relative position in the machine. While the press is running, examine the rollers occasionally and see if they turn without jumping, or if they fail to have proper contact with the vibrator.

The tympan for your press may be composed entirely of print-paper and may be covered with a piece of fine muslin or drilling. Some prefer a manila top sheet, which can be changed after each issue. In any case the top sheet should be oiled. Some pressmen oil every sheet of the tympan, which prevents the absorption of moisture and helps to eliminate electricity. In dressing your cylinder carry sufficient packing so that it will exceed the surface of the cylinder bearing only about two or three sheets of print. To have more than this will usually cause trouble. Do not thin your ink with machine oil; a little turpentine will do less harm and will not retard the drying. Keep your ink fountain covered, and wash rollers before printing each edition if they are not washed when the run is finished.

It is to be regretted that publishers of small newspapers, as a rule, do not renew their composition rollers as often as they should. This condition is frequently the prime cause of poorly printed papers. Some attempt to make their own rollers, which is also an error of judgment, for they can not make rollers that will give them service equal to that obtained from the product of the roller-makers.

Another point which is often noticeable in the printed pages of country papers is, the small type of standing advertisements appears to be filled up; possibly this is owing to the form being washed with a rag saturated with benzin. It is advisable to give the form a thorough washing with hot lye and then a good rinsing, allowing the form to be sprayed with water on both sides. Electros or other plates having wood bases may be removed from the form and a wood-block or metal furniture substituted during washing operations.

Selecting Ink for Various Grades of Paper.

(1589) "I will soon be putting on the press several pamphlets, and as I wish to do the best work on them, am asking for information about the best inks to use. My experience is limited, and your help will be appreciated. What kind of black ink would you recommend for use on the following paper: Fifty-pound plate paper, (1) on type, (2) on half-tones; extra heavy glazed plate paper; egg-shell book; flat papers; cover-stocks; bond papers; plate paper where zinc overlays are used? What is a good sepia shade for half-tone work? A good double-tone brown?"

Answer.— Use a good half-tone ink costing about 75 cents a pound for half-tone work and type on 50-pound plate paper, and also on the extra heavy glazed plate, the egg-shell, and on plate paper where zinc overlays are used. For flat papers such as bonds, use a good job ink which costs $1 and up for black, and $2 and up for colors. For antique cover-stock use a cover-black, if for a heavy design; for a type-form, the ordinary job black and color will do. There is such a wide selection from which to choose sepia and double-tone inks that you should use your own taste in selecting the color desired. There is one thing, however, that must not be forgotten, and that is to carry plenty of color and slip-sheet all of the work. Leave the sheets in the stock for at least three days and keep them covered from strong light. All double-tone inks require a certain measure of time to make the change, so do not disturb the printed sheets. Allow them to lie until fully dry.

Written for THE INLAND PRINTER.

JOHN F. KAUFMAN, PORTRAIT PAINTER.

BY S. H. HORGAN.

THAT the artist is born, not made, is exemplified in John F. Kaufman, whose sketch in color is reproduced in this issue. Kaufman was born in Switzerland in a family of artists. His uncle and two brothers were painters. It was perfectly easy for him as a mere boy to win the first class medal for drawing at the Academia di Belli Arti, Florence, as it was perfectly natural for him to be attracted to Paris, later, and after showing his skill at the Julian Academy to win admission to l'Ecole National



John F. Kaufman.

des Beaux Arts. The great Gerome was attracted by his genius and invited him to enter his studio. His first picture was accepted by the Paris Salon.

His restless spirit brought him to America, where he learned that competitive designs were just then being solicited for the decoration of the Memorial Church at Richmond, Virginia. Kaufman entered the competition against the greatest decorators in this country, and his designs were accepted. While in Richmond he painted many portraits of Southern men and women. His pictures have been seen at exhibitions from Boston to St. Louis.

A visit to his studio in the Carnegie building, New York, shows the versatility of the man. Landscapes, portraits, magazine covers, calendars, book and magazine illustrations made in oil, water-color, pastel and crayon seem to be produced with equal facility. Some of the exquisite panels in the grand dining-room of the Hotel McAlpin are from Kaufman's brush and he is now engaged on a decoration forty feet in length for a prominent New York club. His life is a fine example of art for art's sake.

SURE TEST.

Old Printer—I've been settin' up medicine ads. for thirty years an' never felt a symptom.

Apprentice — Why, Bill?

Old Printer—I sure have an iron constitution.



THE BATHER

Engraving in four colors from the painting by John H. Kaufman, Carnegie Studios, New York
Engraving by Wells & Company, Chicago
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Dullo Process Inks—Yellow 165, Red 308, Black 166, Blue 185

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Punctuation in Date-lines.

J. N. A., Jesup, Georgia, asks: "In using a date-line like 'Jesup, Ga., 9-22-1913,' is it proper to use both the period and comma?"

Answer.— It is not only proper to use them; it is improper not to use them.

Disagreement in the Forms.

N. M. N., Detroit, Michigan, asks: "Is the imprint 'Designed, engravings and printed by John Graham, Printing Co., Grand Rapids,' in good form? If not, will you explain why it is not?"

Answer.— It is not in good form. Correct syntax does not allow such incongruity as the use of two preterits and a verbal noun in one phrase with one preposition. It should be "Designed, engraved, and printed."

A Question Questioned.

J. W. S., Saint Augustine, Florida, writes: "Please inform me whether or not a question-mark is needed in the following sentence, and, if so, where it should be placed: 'Will you kindly favor me, on account of this company, with annual pass for ———, for the following persons, who are not prohibited by law from receiving free transportation.' This sentence came up in the course of business, and a difference of opinion exists as to the use or non-use of the question-mark. One claims that the sentence is not a question, but a polite form of request, while another claims that it is a question and should take a question-mark."

Answer.— Every sentence like the one instanced is a question and should have a question-mark, the place for which is, of course, at the end. "Please favor me," etc., is not a question, but a polite form of request; but "Will you" do this or that? is plainly and absolutely a question, no matter how many words are used. One of the most striking common failures in punctuation is the neglect of interrogation-points in asking questions.

Sentences Beginning with Figures.

C. C. S., Dunlap, Iowa, writes: "When a sentence commences with a figure, should the first word of that sentence be capitalized? That is, in the sentence '10 horses were sold,' should horses begin with a capital letter? We have had quite an argument over this."

Answer.— Of course not. I wish you had told what the argument was. It would be interesting to know what any one could say in favor of capitalizing such a word in such a sentence anywhere except at the beginning. Horses is not the first word in the sentence; it is the second. Ten is the first word; you can not read it otherwise than Ten horses, etc. I have never had the slightest thought of the possibility that any one could ask such a question. If you begin a sentence with figures you can not begin it with a capital, and it is only at the beginning that a capital is used in a word that is not always capitalized. Such a sentence as the one inquired about should never begin with figures. Indeed, the common rule is, "Never begin a sentence with figures"; but I think that rule is too inclusive. A complicated number might well enough stand at the beginning of a sentence in figures, and in my opinion it is the better way for numbers that would require many words for spelling out. A much better plan is to have the sentence so constructed that the number does not stand first; but usually that must be left to the writer.

Meaning Changed by Comma.

E. A. H., Merced, California, writes: "I would like to have your idea on the punctuation of the following use of a lodge title: 'Chinook Tribe, No. 181, I. O. R. M., will entertain this evening.' Should the comma be used after Tribe? One maintains that the number is as much a part of the title as the word Chinook. Another says that the number is entirely separate and should be separated by the comma."

Answer.—A question of fact is involved here about which I am somewhat uncertain, but the correct solution of which I think demands the use of the comma. Absence of the comma is right if there are 181 tribes each named Chinook, which seems hardly likely. Use of the comma makes it mean that Chinook Tribe is the name of the tribe, and that it is the 181st tribe of the Red Men. Such is the actual difference, as I see it, between use and non-use of the comma. This may be only a restatement of the question, but is the best I can do as to the meaning. Such names, however, seem to be established in use without the comma, disregarding the common real meaning.

Paragraphs in One Quotation.

E. B. F., Raspeburg, Maryland, writes: "Enclosed is part of an ad. concerning which there has arisen a dispute relative to the use of quotation-marks in the fourth and fifth paragraphs. A contends that the quotes as they now stand are in correct form. B contends that paragraph four should end with double quotes and paragraph five, instead of the double and single quotes at the beginning, should have only the double quote, and end with a double quote instead of the single quote. Which is right?"

Answer.—A is right. The reading consists of seven paragraphs, all in one quotation, of which the fifth paragraph is a quotation, by the one who says all, of what some one else says. Each paragraph begins, according to the regular rule, with double quotes, and has no closing until the end of the last paragraph. Paragraph five is a quotation within a quotation, and thus it has single quotes,

beginning and ending, still according to the regular rule for such cases. The sixth paragraph, however, contains some quotes that are wrong. Three words therein are quoted separately, with double marks, which should be single. Change to agree with B's contention would be silly.

Written for THE INLAND PRINTER.

WORD-DIVISION.

BY F. HORACE TEALL.

DIVISION of words at the ends of lines has been so often discussed in print, and with so little result, that one might easily be persuaded that effort toward common agreement is useless. Probably we shall never see universal agreement in this matter, but everybody will admit that it would be more comfortable and economical to have a system established that is at once simple and scientific. To point out such a system is the purpose of this paper. It is an absolute impossibility to do such a thing without contradicting many notions, some of them very common.

Much of the reasoning and many statements of what is thought to be fact must be counteracted before opponents of our system can be converted. But it is not a new system that is offered, being merely a systematizing of what is found in many of our best books. The greatest obstacle to be overcome seems to lie in failure by most persons to know anything like a system of dividing words. Such lack of knowledge, moreover, is not confined to careless people, but is found among students, and even special writers have overlooked some vital points and misinterpreted others.

Theodore L. De Vinne, in "Correct Composition," says: "Three systems, or attempts at system, for the division of words have been in use for many years, but it does not appear that any one has succeeded in securing the favor of all printers and publishers. The system most approved now authorizes the division of a word, when consistent with pronunciation, on the vowel at the end of the syllable." He calls the three the vowel system, division on constituents, and division on emphasized syllables. He instances for each of the so-called systems half a dozen words, and it requires no effort whatever to think of cases not provided for by either. Such failure is the greatest weakness of every set of rules I have seen, except one which I made for the New Standard Dictionary, and even there full exemplification is not given with the rules, but is left to the words in their places through the book.

Mr. De Vinne said much more about division, but he came far short of the instruction or definite guidance he meant to give. Where he got his names for the three systems I do not know. I have never seen or heard them elsewhere. What he calls the vowel system comes nearest to anything commonly known, and that has always been spoken of as the English method of dividing on the vowel. Of course it refers only to words of such make as to present a doubt between a vowel and a consonant. It does not cover such a word as instruction, for instance, where it is impossible to divide on a vowel.

By division on constituents is evidently meant etymological division, or division on or as near as possible to one of the elements of which the word is composed. This proposed system — it has been tried, but never was really in use — is too impossible to be worth consideration. Of course printers could not apply it.

Division on emphasized syllables never was and never could be a whole system. It would be incidental to any possible system, but only one small detail of it.

One idea that is found not only in Mr. De Vinne's writing, but is very commonly entertained, is that dividing on the vowel somehow differs from dividing on the syllable. As a matter of fact, division is so essentially a matter of syllables that John Wilson called each of the two methods he mentioned syllabication. The real point of difference lies in the question of where the syllable ends. What was so long known as the English method of dividing on the vowel, but which is now not so common even in British print as it used to be, was founded on the opinion that such was the ending of the syllable. Property was divided into pro and perty because the separation into syllables was thought to demand it, and it is not yet proved beyond a doubt that this is not phonetically true. But it is now held almost universally that prop is the complete syllable in such a word, and, whether phonetically scientific or not, this is correct as being most convenient and as being prevalent in usage.

Pronunciation is the only proper basis of word-division. Sometimes etymology coincides with sound, and indicates the place for division; but syllables are primarily sound-portions, and in print their representation. In other words, the written or printed syllable is the letters that spell all the simple or complex sound uttered as one part of a word or as an entire one-syllable word. For our purpose no finer line need be drawn. Some people — formerly practically all people — have held that words like property and separate consisted of the sounds pro, per, ty, and se, pa, rate. Now the first sound is held to be prop and sep, and the other division is kept for a long vowel or an obscure vowel. Long includes such sounds as the first vowel in fa-ther. Nothing is better established than this: The short sound of a vowel (using "short" as commonly used, for the sounds in hat, met, pin, not, fun) before a single consonant sound includes the consonant in its syllable, with a few exceptions. Pat-ent, prev-alent, meth-od, prim-er, col-or, col-umn, bun-ion are examples. Exceptions are na-tional, pre-scient, divi-sion, etc. The long and the obscure vowel end a syllable; as, ca-pa-ble, mecha-nism, fe-line, me-tallic, cli-max, musi-cal, oppo-nent, pro-test, mu-sic, stu-pendous. Except before ed, er, ing, and a few other uncommon purely English suffixes; as, hat-ed, bak-er, mak-ing, dwell-ing; but when a consonant is added it belongs in the last syllable, as in fit-ting.

When two consonants adjoin so that division must come between them or after the second, the proper break is between them. Included here are two or more consonant letters having one simple or complex sound. Examples are abun-dance, ser-vant, ser-vice, bil-liards, foun-tain, in-struct, instruc-tive, instruc-tor, im-por-tant, pam-phlet, defen-dant, consis-tent, destruc-tive, etc. The etc. means every word just like any example given.

More examples are given here than elsewhere to show that all these words come under the one rule, and because some of the words show contradiction of one of the commonest fallacies of division. These are defendant, instructive, etc. It is prevalent practice at present to divide some of these words so as to begin the line with tive, dant, etc., and some to turn over ive, ant, etc.; but it is not universal practice, and is too much complicated. Distinction between tive and ive is thus indicated in the Manual of Style of the University of Chicago Press: "The *t*, in divisions, should be carried into the next line with the suffix if the accent has been shifted; if the derivative has retained the accent

of the parent word, the *t* should be left in the first line: objec-tive (from ob'ject); defect-ive (from defect')." This comes far short of meeting all cases of doubt; it is false etymology; it is not the common reason for distinguishing; it demands uncommon knowledge, and so it is impracticable. Webster's International Dictionary had objec-tive and defect-ive, but its successor, the New International, makes the last syllable in every such word tive. In the New International are rules (too many), one of which provides for tive and sive, but none of which refers to dant, dence, tant, tence, etc. All these terminations are exactly alike in etymology and sound. The rule that in every word with one of these terminations the last syllable includes the consonant is too simple to be misunderstood by any one, whether he knows etymology or not; and it is scientifically better than any distinction.

I know that I have left some divisions unnoticed here, but they are only those that seldom cause doubt or discussion. I expect soon to write about other phases of the subject.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Seeks Foremanship of Bindery.

(1756) First-class finisher and forwarder would like a place as working foreman with some medium-sized shop. Would prefer a western location. Has had considerable experience as foreman, and understands bindery work and machinery well.

Opportunity for Pressman and Ruling-Machine Operator.

(1757) A new plant just started in Nova Scotia is in need of a pressman and a ruling-machine operator. Best of wages plus bonus depending on profits. The output for the first year will approximate $40,000 or more. Investigation and inquiries solicited.

Printer with Money to Invest Seeks Location.

(1758) Man of ten years' experience in printing-office, standard machinist-operator, printer and ad.-writer, with some experience reporting and editing, seeks a permanent position where there is a future. Has a small sum of money he would invest in a good proposition. Most of his experience has been on country weeklies, although has had some work on city daily. Twenty-seven years of age. Splendid references.

Proposition to Publishers.

(1759) If you use $1,000 worth of high-class colorwork a month, this applicant's proposition will save you time, worry and money on your engravings. There are opportunities in the photoengraving business to develop its resources far beyond what is now thought to be the last word. There is nothing speculative in the proposition. It is founded on facts that can be proved and that have been proved. New York, Chicago or San Francisco firms only will be considered.

Would Take Charge of London Agency.

(1760) Young man, at present holding an important post in an English printing establishment, would like to hear of an American or Canadian firm of printers or publishers (or both) which is contemplating establishing a London agency. Well versed in producing literature for English and American firms. Thoroughly expert in printing, bookbinding and allied trades; also in costs, buying, etc. Highest testimonials.

Paper in Idaho for Sale.

(1761) A live weekly newspaper of Democratic policy in Idaho is for sale at a very moderate price. Shop has modern equipment, including linotype, all practically new. Type in series and up-to-date machinery. Does a business of $7,500 a year. Is the leading paper in county, has part of county printing and will come into land office business. Present owner is a political appointee and can not devote his time to the paper. Will take $8,250 to handle the deal.

Opportunity for Printer-Pressman.

(1762) Up-to-date printing-plant in an Iowa town has difficulty in securing competent, sober help. It has small but complete equipment in both printing and binding departments; business is rapidly increasing. There is a permanent position in this plant for a man, married man preferred, strictly temperate. He must be a good printer-pressman, at the case, stone, Gordon or cylinder, and be able to plan his work. Town located on Mississippi River, population 1,600. Applicant is requested to state wages wanted and references in first letter, and to enclose samples of work.

Newspaper Man Would Change.

(1763) Thoroughly experienced newspaper man, thirty-eight years of age, would like to secure a position in the mechanical end of a newspaper office, offering an opportunity to learn the machine, or would take complete charge of small weekly. At present foreman of a small daily employing five people. Has been in the printing business since his sixteenth year. Does not care to locate in a city of more than twenty thousand population. Married. Excellent references.

Position Open for Folder.

(1764) A large printing-plant in Georgia wishes to get in touch with a young man who thoroughly understands folding machines; must know how to set up and run successfully a Dexter folder, with automatic pile feeder attached, on fine catalogue work. Must also know something about a Cleveland folder. Would prefer some one who is willing to fill in at some other branch of the printing trade when not busy on machines. Fair wages and no lost time. Applicant must give full particulars as to wages expected and character. Excellent opportunity.

Excellent Opportunity for Investment.

(1765) One of the largest printing-plants in the South (located in Virginia) is looking for a man wishing to invest some money. It is a new and up-to-date printing establishment, doing $50,000 business the first year. Has a paid-in capital of $38,000, but business is growing so rapidly they wish to increase capital and at the same time get

a competent, practical man to assist the president. First-class references.

To Color Departments Losing Money.

(1766) If your color department is not paying, this applicant can make it pay. As a guarantee of this fact, he will arrange for his compensation on a profit-sharing basis.

Compositor Must Go to Warmer Climate.

(1767) Young man, twenty-six years of age, desires a position as compositor or foreman in a small printing establishment either in New Mexico, Arizona, or some locality where the climate is similar. Change is necessary on account of wife's health. At present foreman of a five-man union shop, which position he has held four years. Excellent references.

All-around Bookbinder Seeks Position.

(1768) All-around bookbinder, familiar with all classes of work from pamphlet work to high-class binding, would like to connect with a firm needing such services. Twenty-three years' experience. Capable of holding foremanship.

Seeks Change in Position in South.

(1769) Young man of several years' experience seeks position as foreman or assistant foreman in composing-room, or as stoneman or make-up in bookroom or on newspaper. Can make good in any shop where sobriety, willingness and capability count. Will go anywhere, but prefers the South. Nonunion.

Linotype Machinist-Operator.

(1770) Linotype machinist-operator of ten years' experience would like a position. Can handle any work that is done on linotype — book, job or newspaper. Considered a first-class machinist. Thirty-five years of age. Excellent references.

Seeks Position as Make-up on Morning Daily.

(1771) A young man of nineteen, four years' experience in the printing business, would like a position as make-up on morning daily, or a place where he can work part time on machine; or will consider any proposition where work will be permanent. Has worked in almost all departments of business; some experience on jobwork, and worked in stereotyping-room for a short time. Good on advertisements and fast on make-up. Has had charge of composing-room of eight-page daily. Nonunion. Prefers location near Chicago or western States, but will go anywhere.

Proofreader Seeks Position.

(1772) Proofreader and editor's assistant is desirous of placing herself in congenial position. Special experience on catalogue, high-class jobwork, and law work in proof-room. As editor's assistant, can read proof, edit copy, write advertisements, paste dummy, lock up forms, set type. First-class references.

Opening for Job Compositor.

(1773) A high-class printing-office in Minnesota is desirous of securing the services of a first-class job-compositor who can get up jobs in neat, up-to-date shape.

Seeks Position as Estimator and Pressman.

(1774) First-class cylinder and platen pressman, with a thorough understanding of folders and automatic feeders, and a knowledge of estimating, would like a position as estimator, or estimator and pressman, or manager of a small shop. Money not the whole object.

Printer Would Locate in Southwest.

(1775) Young man, thirty-three years of age, would like position as foreman or manager in Southwest. Understands everything in printing-office, stock, composition, presses, estimating. Sober; reliable; best of references.

Seeks Superintendency with View of Investing.

(1776) High-class printer of nine years' practical experience in every branch of the printing business would like to secure the superintendency or management of an up-to-date plant where he could become financially interested later, providing all was satisfactory. Able to install and operate a practical cost system as well as estimate on any kind of printed matter. Has also had considerable experience as printing salesman. At present superintendent in a large plant but desires to change.

Platen Pressman Seeks Change.

(1777) Platen pressman of several years' experience would like to secure a position either in Texas, Colorado or California, but will consider going anywhere. Capable of handling any kind of work that can be run on job presses. At present in charge of one of the largest and best equipped plants in the Southwest, being in full charge of seven Gordons and one Universal press. Twenty-three years of age. Sober. Steady.

Bookbinder Seeks Position.

(1778) Bookbinder of eighteen years' experience, would like position as ruler, forwarder and finisher, or working foreman. Will go anywhere. Experienced in loose-leaf, catalogue, printed book and blank-work. Salary $30 weekly. Thirty-five years of age.

Make-up and Lock-up Men Wanted.

(1779) One of the largest printing-houses in Michigan is in need of the services of a make-up and lock-up man. Make-up man must be thoroughly familiar with catalogue work, and the other position is open only to a first-class foundry lock-up man.

Seeks Operator-Machinist to Manage Plant.

(1780) Owner of a large trade plant in Oklahoma wishes to retire from active management, and is looking for an operator or machinist-operator of experience and character who will assume the management. Plant consists of three linotypes and equipment, and is doing a profitable business with contracts which assure a continuance. To the right man will be given the opportunity to acquire an interest in the plant on reasonable terms. Good opportunity for any one interested.

Seeks Position as Traveling Salesman.

(1781) Young man with thorough knowledge of the printing business would like a position as traveling salesman for a printers' supply house, printing-press manufacturing company, paper company or ink house. Considerable experience in that line. Well acquainted with the trade in Texas, Louisiana, New Mexico, and prefers that territory but would accept any that promises to be permanent.

Seeks Position as Working Foreman.

(1782) Compositor desires position as overseer or working foreman. Is holder of the full certificate of the City and Guilds of London Institute. A keen estimator, good disciplinarian and a total abstainer. Has held present position seven years. Thirty years of age. Union.

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Tight Lines.

A South Carolina operator writes: "I enclose two eight-point matrices for your inspection, with a request for help along the line of locating the trouble. You will note on the thin one that the top ears have been clipped off smooth. This happens quite frequently on periods, commas, hyphens, and thin matrices of all descriptions. You will also note on the larger matrices that the bottom ears are mashed, but a different mark altogether from the other. As I am working a shift on the machine along with other operators, I would like to correct myself if I am at fault or have the other man correct himself if it be his. The mold-wheel has been adjusted by a first-class linotype machinist, and to all signs the lock-up is adjusted correctly, yet these matrices occasionally come out chewed up. Will thank you for your opinion in the matter."

Answer.— The cause of the trouble is due mainly to the operator sending away overset lines. The last matrix in the line is held elevated by friction with the right-vise jaw, and as a result its lower ears are damaged by the mold and by the adjusting plate in the front jaw of the first elevator. As a remedy we would suggest that you set the assembler about one thin space short of length of line and do not send any lines away that either stop or cause the star-wheel to vibrate. The vise-automatic stop must be adjusted so that overset lines will stop machine. One of the matrices was damaged by passing through the casting operation inverted.

Clutch Slipping.

An operator in Florida writes: "Our Model 10 machine is in good condition, runs well except for this one fault: Just at the completion of the cast, as the plunger should start on its upward stroke, the machine stops, sometimes requiring pressure to be applied to Cam No. 1 to start it going in order to complete the revolution. Trouble is just as bad after plunger has been cleaned as before. Temperature seems to be about right. Am enclosing a slug on which the machine stuck as described."

Answer.— We do not believe the plunger nor the stress of the pump-lever spring to be at fault. It is possible that the driving-clutch shoe buffers and the surface of pulley are oily. Remove the clutch arm and clean the leather buffers with gasoline. Clean the entire pulley so that no oil can reach the surface the buffers have contact with. The following plan will eliminate stuck plungers if the cause comes from friction in the well: Procure a quart can and put into it about a pint of machine oil and about two tablespoons of graphite. Sheep's tallow is to be preferred to machine oil. When you remove the plunger at the end of a day's run, immerse it in the oil and after a few minutes take it outdoors and with a wire brush clean out the grooves. This operation must not be done indoors as the fine powder dislodged by the brush is poisonous, so do not inhale this dust. When it is time to return the plunger to the pot, dip it again into the oil and it will work with the minimum of resistance.

Centigrade and Fahrenheit Temperatures.

We are indebted to Charles J. Schott, secretary of Seattle Typographical Union's Committee on Sanitation, for the following: "In your September number, replying to a correspondent who inquires about metals, you state the melting points of the component metals of the linotype alloy as: lead, 300° F.; tin, 237° F.; antimony, 430° F. It was evidently intended to say centigrade degrees. But as thermometers graduated to the centigrade scale are not usually found in printing-offices in this country, I think it would have been better to have stated these temperatures in terms of Fahrenheit degrees, which would have been much more than the figures given. In the case of antimony there must have been an error in addition to that of scale.

	Lead.		Tin.		Antimony.	
	Fahr.	Cent.	Fahr.	Cent.	Fahr.	Cent.
Atfield's Chemistry	617	325	442	227.8	1150	621
Roscoe and Schoerlemmer		326		232		620.5
Schnabel		334		228		440

Of course, any attempted operations at the Fahrenheit degrees indicated by the figures in THE INLAND PRINTER article would prove unsuccessful."

Answer.— The figures are taken from Von Richter's "Inorganic Chemistry," authorized American edition, translated by Edgar F. Smith, of the University of Pennsylvania. Centigrade was meant, and it was an error to have given the Fahrenheit scale. Arthur H. Hiorn's "Elementary Metallurgy," page 11, gives the following figures: Antimony, 440° C.; lead, 325° C.; tin, 227° C.

Sunken Faces and Light Slugs.

An operator sends a few slugs that appear under weight, and in his letter he states that he has exhausted his efforts toward correcting the trouble. He desires to know the reason for the sunken letters and imperfect formation of the characters. The lightness of the slug was of secondary importance. Trimming the eight-point slugs down to six points on a Miller saw-trimmer to determine the structure of the interior of the slugs showed they had the average appearance of the slug shown in Fig. 1. Some had air bells close to the surface, and the face, having a

weak support, sunk in when passing through the trimming-knives. The following is a general outline of procedure toward correcting the trouble: The plunger should be removed daily and cleaned. As far as possible, all oxid should be removed from the surface and from the grooves of the plunger. This operation should be carried on out of doors if possible. If not convenient to do so the plunger might be dipped in a can of machine oil or tallow, and after it has soaked for a while it may be vigorously rubbed with a wire brush. Some operators leave their plungers soaking in the oil over night, which is a good plan. If metal bubbles up around the plunger rod as it descends, it shows

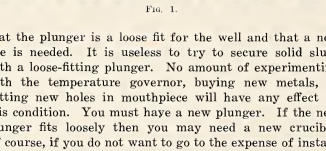


Fig. 1.

that the plunger is a loose fit for the well and that a new one is needed. It is useless to try to secure solid slugs with a loose-fitting plunger. No amount of experimenting with the temperature governor, buying new metals, or cutting new holes in mouthpiece will have any effect on this condition. You must haye a new plunger. If the new plunger fits loosely then you may need a new crucible. Of course, if you do not want to go to the expense of installing a new crucible, then have the well bored out and some plungers made to correspond to the new diameter. This is an expensive operation and will take considerable time. The holes on the sides of the well should be kept open.

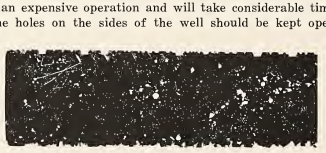


Fig. 2.

Occasionally clean the well with the rotary wire brush. Give ample stress to the pump-lever spring. It is better to have excess power here than insufficient, for unless you have power behind the plunger the metal will not be able to force the air from the mold cell and at the same time enter in sufficient volume to form a solid face and body on the slug. The spongy condition of the slug shown in Fig. 1 is apparently due mainly to the amount of air remaining in the mold cell. Improve the casting facility of the parts and you will have a sharp face and a solid body on the slugs. The jets and cross-vents in the mouthpiece should be kept open. The daily cleaning of the air-vents should keep them free from oxid and permit the ready discharge of air from the mold cell. Where large-bodied slugs are the rule, auxiliary vents will help to rid the mold cell quickly of the air and permit the casting of more solid slugs. Steady heat is important and the pot governor should not be tampered with every time the slugs look spongy. Keep the metal to normal height and set the governor, then keep hands off the adjustment. Do not turn the front burner down, nor the main supply pipe cock; leave both on full and allow the governor to perform its functions. See that the burners have a blue flame.

About a week after we wrote the operator he sent a packet of slugs to show the result of our suggestions. He stated in effect that cleaning the plunger (for it was a new one) and well, and largely increasing the stress of the pump-lever spring together with opening the cross-vents gave much heavier slugs with sharp faces. Fig. 2 shows approximately how these slugs appeared when cut down on a Miller saw-trimmer.

Noise When Starting Machine.

An operator in New York writes: "If all the adjustments on the clutch are correct, what can cause the clutch to make a loud clack when machine starts? This noise is more noticeable when the machine is started after a tie-up, as the pawl seems to bind heavily on the stopping-lever. If machine is backed up a trifle the space-band lever releases the safety pawl without any noise. There is, it seems to me, undue stress or pull on the stop-lever. What is the remedy?"

Answer.— If all the adjustments of the clutch are correct and the noise is very audible when the clutch shoes grip the pulley, we would ascribe the trouble to either a dry pulley bearing or gummy clutch shoes. The remedy is obvious. The pulley bearing should be cleaned and oiled, and the clutch buffers, as well as the surface of the pulley they grip, should be washed with gasoline. You should have stated the model machine to which you refer, and if an old Model 1, whether the new or old style automatic pawls are used.

Recent Patents on Composing Machinery.

Metal-pot.— F. C. L. d'Aix, New York. Filed October 8, 1912. Issued June 17, 1913. No. 1,065,325.

Metal-pot Feeder.— P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype Company, New York. Filed December 28, 1911. Issued September 30, 1913. No. 1,074,105.

Intermediate Clutch.— J. W. Kreiling, Chicago, Ill., assignor to Mergenthaler Linotype Company, New York. Filed February 19, 1913. Issued October 7, 1913. No. 1,074,950.

Two-letter Matrix Assembler.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed January 24, 1912. Issued October 21, 1913. No. 1,076,064.

Assembling Mechanism.— J. McNamara, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed June 5, 1912. Issued October 21, 1913. No. 1,076,140.

Removable Magazine.— R. M. Bedell, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed July 15, 1911. Issued October 21, 1913. No. 1,076,184.

Distributor Box.— R. O. Boardman, Grand Rapids, Mich., assignor to Mergenthaler Linotype Company, New York. Filed May 3, 1912. Issued October 21, 1913. No. 1,076,187.

Mold Liner.— A. A. Ball, Jr., Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed December 26, 1911. Issued October 21, 1913. No. 1,076,343.

Removable Magazine.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed April 19, 1910. Issued October 21, 1913. No. 1,076,408.

Multiple Magazine Linotype.— P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype Company, New York. Filed January 12, 1912. Issued October 21, 1913. No. 1,076,409.

Double-E Matrix Escapement.— G. P. Kingsbury, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed December 30, 1911. Issued October 21, 1913. No. 1,076,433.

Multiple Magazine Matrix Escapement.— R. O. Boardman, Grand Rapids, Mich., assignor to Mergenthaler Linotype Company, New York. Filed November 21, 1911. Issued October 21, 1913. No. 1,076,478.

Removable Magazine.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed June 10, 1911. Issued October 21, 1913. No. 1,076,487.

Second-elevator Transfer.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed March 11, 1911. Issued November 4, 1913. No. 1,077,332.

Font Distinguisher.— M. W. Morehouse, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed November 7, 1910. Issued November 4, 1913. No. 1,077,362.

Movable Pi-tray.— Norman Dodge, East Orange, N. J., assignor to Mergenthaler Linotype Company, New York. Filed August 9, 1911. Issued November 4, 1913. No. 1,077,397.

Two-letter Matrix Assembler.— H. Drewell, Charlottenburg, Germany, assignor to Schnellsetzmaschinengesellschaft M. B. H., Berlin, Germany. Filed February 24, 1909. Issued November 4, 1913. No. 1,077,512.

Typesetting and Distributing Machine.— A. Smith, Erie, Pa. Filed April 14, 1913. Issued November 4, 1913. No. 1,077,493.

Matrix Assembler.— S. D. Handlin, Eldora, Iowa, assignor to Mergenthaler Linotype Company, New York. Filed January 4, 1913. Issued November 4, 1913. No. 1,077,604.

Removable Magazine.— J. R. Rogers, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed January 16, 1913. Issued November 4, 1913. No. 1,077,642.

Written for THE INLAND PRINTER.

THE NEW STANDARD DICTIONARY

BY F. HORACE TEALL.

THE New Standard Dictionary (Funk & Wagnalls Company, New York) demands little examination to disclose a sufficient reason for the remaking of such a book. The complete usefulness of a dictionary is reckoned to last about twenty years, with the aid of occasional insertions and corrections, and the addition of a supplemental list of new words and new definitions about midway in that time. Moreover, the electrotypes are then about worn out by frequent printings and frequent patchings, so that new plates are needed.

That this book is an entirely new production mechanically is apparent at a glance. Its typography differs from that of the original Standard but slightly, and mainly in being produced by machinework instead of hand composition. One frequent evidence of this is the slight departures from alignment of letters, unavoidable in machinework in print so small, especially with such variety of unusual characters.

This dictionary is said to have cost more for its making than any other reference work; but this is admittedly inclusive of the cost of the first making, with the amount spent for the remaking added, which is a little more than the cost of making the Webster's New International. It is questionable whether it is exactly fair to state as the cost of this work the amount spent on the first edition and this one together. On that basis the Webster might excel the Standard, since it could count in more editions. However, the expenditure of a million dollars on first making was certainly highly enterprising, and wisdom in spending had much influence in procuring the excellent production which is now the basis of the new work.

Each new full dictionary of the language is produced mainly to record progress, and to incorporate the items in their fitting places to make it one straight ahead record. This need is plainly indicated by the steady increase in size shown in successive publications, each in turn supposed to be exhaustive, from Johnson with 45,000 words to the Standard with 300,000, which is 75,000 more than the original content of the Century, its latest predecessor; and now comes the New Standard with 450,000. In these cases there can be no doubt that, in one way at least, the latest is the best, in giving the greatest amount of information; so that in this respect we may assert positively that the New Standard is the best dictionary of English ever published.

Here we have a vastly comprehensive vocabulary, including all the words that have arisen with the rapid progress of science, art, industry, and the increase of every kind of knowledge. Such is the assertion made by the makers of the work, and its truthfulness is in evidence practically on every page. For assurance of accuracy in explaining this immense vocabulary and the various branches of knowledge it represents, we might readily accept the mere naming of the scholars who wrote the explanations. Each set of words has been defined by a representative of the science or art, or of the handicraft, party or class, or religious denomination to which the terms belong, and the men chosen are men from whom we know that we shall get only authoritative and accurate information. But the dictionary deserves a slightly detailed statement of its special points of merit, and such statement is a more satisfying means of showing that it is a truly marvelous work.

One of the most helpful features of this book is the gathering of its subjects all in one alphabetical order, except foreign phrases, population statistics, and a chronological list of historical events. This constitutes a great gain in facility of reference, giving the most convenient and simplest arrangement possible. Even the proper names — of which there are more than 40,000 — are all included in this one order. The various groups formerly ranged in long paragraphs under a first element are still run together, but only in such small groups as to leave each word in its proper alphabetical order.

The tremendous vocabulary might suggest a probability of reckless inclusion of everything possible, but even a slight deliberate examination shows that it is not so made. Certainly many words are here defined that would be excluded by some lexicographers, but in nearly every instance a good reason for inclusion can be found. In most of these cases the only strong objection would be that others at least equally important are omitted. This is especially true of the names of men. Such names must be selected, and no such selection has ever been made exactly as any one else would make it. It is almost equally true of the scientific terminology of botany and zoölogy, of chemistry and medicine, and of various other kinds of words. So much is included in this dictionary, and it is so carefully selected, as to give all that average readers will ever look for, and more than scientists or any scholars would expect. What is given is all that is in other general dictionaries and a great deal more. We need not protest against having more than we need, so long as it does not seriously increase the price; besides, the needs of all people must be met, not merely those of any special people. Shortcoming of any kind, on the contrary, would be reprehensible.

Dr. Funk, the originator and chief editor of this dictionary, was an earnest advocate of simplified spelling, which fact probably induced the choice of Dr. F. A. March as the editor in control of spelling on the original making. All the changes offered as reformed spellings were then recorded in the book, but many more appear now distinctively as simplified spellings. They are usually entered as alternates, and the preferred orthography is almost entirely that so long known as Webster's.

Pronunciations are now shown in two systems of notation. First a word is respelled in phonetic symbols classed as key 1, then in the regular marked Roman letters, called key 2. Key 2 is evidently added to meet a demand for something presumably easier to popular understanding. Many corrections have been made in pronouncing, notable instances being massage and parquet. In the old Standard massage was pronounced like passage (though not so sounded elsewhere in print or in good speech) and parquet as if spelled parquette. This mispronunciation of parquet is also in the Century Dictionary, notwithstanding the close analogy of the word to bouquet, which is never mispronounced in its terminal syllable.

Division of words into syllables is said to have received much more careful consideration than in any other work, with unflagging attention to the interest of printers, as they are almost the only persons to whom the matter is one of economic concern. Four comprehensive and simple rules are given in the introduction, and every division is said to conform to some one of these rules. And this is alleged to have been done without disregarding in any instance any real phonetic or etymological principle. Close

and extensive examination reveals departures from what seems to be the commonest practice, but in each case the difference is easily perceived to be demanded by consistency and simplification and to be supported by good reason on its own merits. Here is no violent difference like conjunc-tive and disjunct-ive, as these words are given elsewhere. This is the first dictionary that ever showed absolutely all words having exactly the same letters coming together with the division exactly the same. Here is an illustration of the value of this to printers. Very commonly they are told to follow a certain dictionary. If one found there conjunc-tive and afterward had disjunctive to divide, he would do it the same way without wasting the time for another look at the dictionary. Another might find disjunct-ive first, and, following that, divide conjunctive, etc. Neither would thus do what the dictionary did, and when the clash was discovered, no matter what was decided upon, it would have to conflict with the dictionary unless the printers were told to consult the dictionary every time, which is almost unthinkable. The same is true of words like abun-dant and de-fend-ant, music-al and practi-cal. In the New Standard the division is always between the two consonants in the one case and before the consonant in the other.

In defining, if a word has two or more meanings, the most common meaning has been given first, thus reversing the customary historical order. This enhances convenience of popular reference, since the average reader generally seeks the commonest meaning. It is a preservation of the original plan, which was highly commended in press reviews and in personal letters from many scholars, but which nevertheless does not seem to us as good as the historical order. As to the quality of the definitions, it is not too much to say that they are models of clearness, condensation, accuracy, and comprehensiveness, and that they are thoroughly authoritative is fully guaranteed by the names of the many specialists from whom everything technical or scientific, or in any way special, was procured, and by the scholarly reputation, literary and educational, of those who edited so carefully the general work. Definitions of scientific and technical terms have been written in plain vernacular to the utmost extent possible without sacrificing accuracy. Our lexicographers have been increasingly recognizing the universal demand for information beyond the mere explanation of words naturally indicated by the title dictionary, and this latest work carries the compliance much further than any other. It can not be called a complete encyclopedia, but it is certainly rich in encyclopedic information.

Etymologies are placed after the definitions, where they are readily found by those who want them, and where they can not be a hindrance to those who do not want them. Accuracy and completeness have been attained here, but not the repleteness found in larger works. No lists of cognate words in various languages have been given.

The source of a quotation used to verify or illustrate a meaning of a word is always so indicated that it can be easily found. With each quotation is a credit of the author's name, title of the work, volume, page, etc., name of publisher and date of publication. There is no need to specify points of advantage for this over the method so often used of giving only the author's name and often changing his spelling to conform to that preferred by the dictionary editor. In a dictionary giving as a direct quotation from Pope something about "marvelous fables," we feel the misrepresentation, if we have any sense for such things at all, for we know that Pope spelled marvellous. We have chosen the first instance noticed on casual opening of a book wherein such things are done hundreds of times. In the New Standard Dictionary they are never done; every quotation is copied literally, and we are told just where to find it if we wish to verify it.

It is now recognized as an important part of the work of an English dictionary to group together those words of kindred signification commonly called synonyms, and to point out the shades of meaning or distinctions of usage by which such words differ from one another. Nowhere is this done more fully than in the New Standard, and we believe it is nowhere done better. Moreover, in this work antonyms, or opposites, are given, also the proper choice of prepositions, in the paragraphs with synonyms. Here are a few groups that show superiority over other works in treatment: fruit and vegetable; tool, implement, instrument; revolve, roll, rotate, turn; allay, alleviate, etc.

A feature peculiar to this dictionary is its collection of valuable information by various methods of grouping — as in lists and tables. Its tables of apples and of other fruits and vegetables, of coins, colors, measures, races of mankind, and weights, as also many others, give full details for many words that could not be placed as separate vocabulary entries, though all that really need it are also separately entered. In the original edition was a distinct department dealing with faulty diction, also peculiar to this work, which is now distributed under the various words through the book. The book is especially rich in helpful pictorial illustrations, including many elaborate colored plates. Prominent among the subjects of full-page pictures are aviation, ancient coins, fire-fighting appliances, motor vehicles, police service, postal service, wireless telegraphy and telephony.

We have but little more than enumerated noteworthy features of the dictionary, each of which would require as much space for full review or criticism as we can give to the whole review. What we have said seems enough to indicate the ultimate limit yet attained in a dictionary, and it is a limit far beyond any that could have been thought of save by those concerned in deliberate research for all they could get.



"Laugh, and the world laughs with you."

TRUTH IS STRANGER THAN FICTION.

A western politician running for office was very much incensed at certain remarks which had been made about him by the leading paper of the town. He burst into the editorial room like a dynamite bomb, and exclaimed: "You are telling lies about me in your paper, and you know it!"

"You have no cause for complaint," said the editor coolly. "What in the world would you do if we told the truth about you?" — *Chicago Daily News.*

NEWSPAPER WORK

BY J. C. MORRISON.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

THE SLIDING SCALE OF ADVERTISING COSTS.

Last month's study revealed to us that display advertising in a country weekly costs on the average between 15 and 20 cents a column-inch. That cost was obtained by dividing the gross cost of the newspaper (less the receipts from legals, locals and subscriptions) by the total number of inches of display advertising carried.

In order to profit by the information gained from this study and put his newspaper on a paying basis, the country publisher must adopt an advertising rate which will yield him an average revenue of between 15 and 20 cents an inch for display advertising, but if he is now getting only 8 or 10 cents an inch, he will be either more than human or extremely foolish if he does not hesitate before making such a substantial advance in his rates.

A fellow newspaper man tried it. He found by studying costs that he ought to have 25 cents an inch for his display advertising. He was not "more than human," but he promptly raised his rate to 25 cents an inch. The result was he soon afterward sold out to a practical newspaper man. The advertisers simply would not pay the advanced rate.

So now, while we are hesitating about doubling our advertising rates, we will make a more detailed study of the different advertisements to see if we are justified in doubling the flat rate in each and every case.

Two Differences.

A little observation immediately shows us that some advertisements are reset every week while some are reset less frequently or are furnished in plate; so here is one difference in cost — the expense of composition.

A little further study convinces us that there must be a difference in the cost of carrying an advertisement which runs fifty-two weeks of the year and one which runs only three weeks of the year. The publisher must publish his newspaper fifty-two weeks of the year and be prepared to furnish space to the occasional advertiser at any time, so it would seem simple justice that the occasional advertiser should pay a portion of the cost of keeping the paper running during the time he is not using any space. This then brings in the second difference between the cost of advertisements — the frequency of insertion.

In order to study these differences in detail, we shall divide the cost of display advertising into two elements:

First, the cost of composition.

Second, the cost of the "white space," which we shall further subdivide into convenient periods and study the cost of producing white space for each one of those periods.

The Cost of Composition.

The cost of composition is so easy to ascertain that it is most surprising it has escaped attention so long. When a newspaper charges a rate of 10 cents an inch for the first insertion and 8 cents an inch for the second, the inference is that it costs about 2 cents an inch for advertising composition, and yet this price is grossly inadequate.

The hour-cost of hand composition in the majority of the country shops is about $1.20, and this divided by the number of inches a compositor sets in an hour gives the cost for each inch of composition. If we try it out and have the compositor note on his time-ticket just when he began and when he finished each particular ad. and how many inches he set, we will find that advertising composition costs never less than 6 cents, and usually 8, 10 or 12 cents an inch and sometimes even higher, varying according to the nature of the copy, the style of composition, the efficiency of the man, and the hour-cost of the office. Few offices can set the average "bargain sale" advertisement with cut-in prices at less than 12 cents an inch, and the publisher who sells such an advertisement at 10 cents an inch, or $12 a page, is worse off than if he had never received the order. He has simply sold his composition at less than it cost him and has received nothing at all for the space used. When we consider that a full-page ad. of this kind often necessitates the running of a supplement — enough said.

Further proof of the cost of advertising composition is furnished by the Typothetæ price-lists, which list the cost of this kind of composition at from 6 to 8 cents a square inch. This, of course, means a cost of 13 to 18 cents a column-inch.

So, if advertising composition costs 12 cents an inch, we find that this cost of composition produces a sliding scale of costs according to the number of times an ad. is run without resetting according to the following schedule:

If ad. is run 1 week the inch-cost for composition will be	$0.12
If ad. is run 2 weeks the inch-cost for composition will be	.06
If ad. is run 3 weeks the inch-cost for composition will be	.04
If ad. is run 4 weeks the inch-cost for composition will be	.03
If ad. is run 6 weeks the inch-cost for composition will be	.02
If ad. is run 3 months the inch-cost for composition will be	.01

If the average composition cost is found to be 10, 8 or 6 cents an inch, it can be divided as above, and the proper rate obtained for composition cost by the week.

Lest some disputatious reader remind us that it is good policy to encourage rather than discourage the advertiser to change his copy often let me digress to say that we are not now building an advertising rate. We are simply

studying the cost of producing advertising, and the problems of selling advertising will be discussed later.

Cost of White Space.

The second element in the cost of producing a newspaper advertisement is the cost of producing the "white space," which the advertisement occupies. It is identical with the cost of producing an advertisement which is furnished in plate form, and the price which the advertiser pays for this white space is the consideration which he pays for having his advertisement circulated along with the reading-matter which narrates the news of the community. The aggregate cost of this white space, sufficient to contain all the ads. which a newspaper carries during a year, can be computed in a more logical way than the following simple method, but as this furnishes the very lowest rate at which display advertising can be sold in order to make the paper pay, and is therefore not open to attack as being "too theoretical," but is intensely practical, we adopt it:

Take an eight-page paper, for instance:

Gross cost of paper for one year		$5,200.00
Less receipts from subscriptions	$1,300.00	
Less receipts from legals	800.00	
Less receipts from locals	300.00	
Less cost of advertising composition	400.00	
		2,800.00
Gross cost of white space		$2,400.00

If such a paper carried about seventeen thousand inches of advertising for the year (which is an average of about seventeen columns a week), the average cost of the white space alone would be a fraction over 14 cents an inch.

But here we are confronted with the question that it certainly costs less to carry an advertiser who uses space the year around than it does to carry one who advertises only occasionally but who expects the publisher to have space always available for him.

Newspaper advertising is a commodity which, like "passenger-miles" on railroads and "kilowatts" in electrical service, depends for its average cost for each unit on the number of units used. The "fixed expenses" are large and remain reasonably uniform whether the volume of business be great or small. In other words, the "fixed expenses" do not vary in accordance with the volume of the business.

In such cases the basic rate must be ascertained by dividing the cost by the total capacity in units. The total amount of advertising which a practical newspaper man feels justified in loading into a newspaper we may speak of as the "advertisement-carrying capacity," and is somewhere between forty to fifty per cent of the total space in the paper. I am informed that a certain large newspaper syndicate has adopted a fixed schedule as to the proportion which must obtain between the space occupied by reading-matter and the space occupied by advertisements, and that the amount of advertising available determines whether the paper shall be six, eight, ten or a larger number of pages. If there be too many advertisements for a smaller number of pages but not enough for a larger number, then enough advertisements are left out to maintain the proper balance.

Within certain limits every newspaper man must himself judge as to just how much of his paper should be devoted to advertisements, but none run on an average over fifty per cent, and those with whom I have been associated regard forty per cent of the total space as enough to devote to display advertising.

Obviously, then, if an eight-page paper carried twenty columns of advertising the year around (which is forty per cent), the cost of producing this white space would be $2,400 divided by 20,800 inches or 11 cents an inch. Now, if an advertiser contracts with the publisher to furnish him space for one year, has not that advertiser done his part toward providing the paper with twenty columns of advertising, and is he not entitled to the same rate as he would be if every other advertiser contracted for space in a similar way? It even seems clear to the writer that we can go farther and say that 11 cents is the *cost* of furnishing this particular advertiser with his white space.

Now as to the occasional advertisers.

No paper carries its full capacity of advertising the year around, but instead of carrying twenty columns every issue will drop down to an average of about seventeen columns for the whole year. If these seventeen columns be charged at the basic rate of 11 cents for the white space, a revenue of $1,870 will be produced from this source. But this amount is $530 short of the required amount of $2,400. This deficiency is caused by the occasional advertisers who have failed to use the space which the publisher has kept ready for them, and is therefore properly chargeable against the occasional advertisers. In order to apportion this deficiency among the various occasional advertisers we must make an inventory of all the advertising carried by the paper during the year and find out how many inches were used for one week only, how many for two weeks, and how many for each of the other convenient periods. The deficiency can then be apportioned according to the "peak demand" of each class of advertisers — that is, according to the largest single demand of each advertiser multiplied by the number of times necessary to complete the year.

Lest there be an undue haste on the part of the reader to make this intricate computation, I will submit a sample computation with the further assurance that it is submitted simply to show the logical basis of this sliding scale of costs and not because I consider it necessary for every publisher to go to the trouble of gathering all the required data and making these computations for himself.

Suppose that of the seventeen thousand inches carried, ten thousand inches (or an average of about ten columns) were furnished by yearly advertisers and the other seven thousand inches were furnished by the occasional advertisers in different periods as appears in the following table:

Periods.	Used inches.	Peak demand inches.	Percentage of peak demand.	Used inches at 11 cents.	Distribution of $530.	Total cost.	Cost rate of white space.
6 months	2,000	2,000	2	$220	$ 10.60	$ 230.60	80.12
3 months	1,000	3,000	3	110	15.90	125.90	.13
2 months	1,000	5,000	5	110	26.50	136.50	.14
4 weeks	500	6,000	6	55	31.80	86.80	.17
3 weeks	500	8,000	8	55	42.40	97.40	.19
2 weeks	1,000	25,000	25	110	132.50	242.50	.24
1 week	1,000	51,000	51	110	270.30	380.30	.38
		100,000	100	$770	$530.00	$1,300.00	

In the above table the first column gives the periods for which the occasional advertisers used space; the second column gives the number of inches each class of advertisers used; the third gives the peak demand of each class, and it will be noticed by this that if all the two-week advertisers had come in at the same time, it would have been necessary for the publisher to have doubled the size of his paper, and if all the one-week advertisers had come in at the same time, it would have been necessary to have redoubled the size of the paper again; the fourth column gives the percentage of this peak demand which each class created; the fifth column gives the charge for the amount

of space each class used charged for at the basic rate of 11 cents an inch; the sixth column distributes that deficiency of $530 before spoken of as having been caused by the occasional advertisers among the different classes according to the percentage of peak demand of each; the seventh column gives the total cost of each class by adding the amount charged against each class at the basic rate and the loading to meet the peak demand of each. The last column gives the inch-cost of each class and is obtained by dividing the total cost by the number of inches used in each case.

Complete Cost Schedules.

Now to get a complete cost schedule, all we have left to do is to bring together the cost of composition and the cost of the white space. Inasmuch as it is desirable to have a uniformly graded scale for white space instead of the schedule which the above theoretical demonstration might provide, I here adopt the schedule adopted by the Minnesota committee on advertising costs for eight-page papers, with white space graded according to the base rate charged on the first line and composition added at 6 cents an inch.

Schedule of Advertising Costs—Eight-page Paper.

	Yr.	6 mo.	3 mo.	2 mo.	4 wk.	3 wk.	2 wk.	1 wk.
Base	11	12	13	13	14	15	17	19
Set once	12	13	13	14	16	17	20	25
Set twice	12	13	14	15	16	18	23	
Set 3 times	12	13	14	16	18	19		
Set 4 times	12	13	15	16	20			
Set 8 times	12	14	17	19				
Set 13 times	13	16	19					
Set 26 times	14	18						
Set 52 times	17							

For a Twelve-page paper.

The schedule for a twelve-page paper is computed in the same manner. We have before shown that the cost of producing such a paper was about $9,425. The subscriptions yield about $3,000, legals $1,300, locals $700, and the cost of advertising composition is about $1,500, leaving about $2,925 as the cost of the white space for ads. This divided by a capacity of 24,200 inches gives a base rate of 12 cents. For this class of papers the Minnesota committee adopted the following schedule, loading composition in at 8 cents an inch, as composition is usually more difficult on this class of papers than on the other class mentioned. This gives the following:

Schedule of Advertising Costs—Twelve-page Paper.

	Yr.	6 mo.	3 mo.	2 mo.	4 wk.	3 wk.	2 wk.	1 wk.
Base	12	13	13	14	16	18	20	22
Set once	12	13	14	15	18	21	24	30
Set twice	12	13	14	16	19	22	28	
Set 3 times	12	13	14	16	22	26		
Set 4 times	12	14	15	18	24			
Set 8 times	14	16	17	22				
Set 13 times	15	16	21					
Set 26 times	16	21						
Set 52 times	20							

For the small four-page paper which is produced at a cost of $3,615 and receives $950 from subscriptions, $525 from legals, and $187 from locals, and has a composition cost of $200, the cost of white space is $1,753, and this divided by a capacity of 12,480 inches gives a base rate of 14 cents for white space. As the patronage on this class of papers is reasonably uniform, the publisher of a four-page paper may simply consider 14 cents as his cost of white space and add the cost of composition, or he may adopt the schedule recommended for the eight-page paper.

What About the Big Advertiser?

In this computation of costs, there has been no account taken of the difference in handling one large advertisement instead of several smaller ones. There is obviously less expense involved in furnishing space to the former than to the latter, but this item of cost is at least offset if not more than balanced by the fact that the large advertiser has been most tenderly considered in computing both the other elements of cost. The large advertiser is always the one with the difficult composition, costing more than the 6 or 8 cents charged in the above schedules. More than that, this composition charge carries no profit whatever, but is given to the advertiser at actual cost, the profit having been loaded in such a way that it rests on the white space. Furthermore, the large user is usually also the short-term user, and a logical distribution of the costs carries his rate higher for white space than that given in the schedules above; in fact so high that it borders on the prohibitive. For this reason I feel justified in not making a computation of costs based on the quantity used.

Now About Selling.

The study of costs has no other justification than to furnish an intelligent guide for selling, and now that we have amply demonstrated that there is a sliding scale of costs in the production of advertising, ordinary common sense dictates that there should be a sliding scale in the selling of advertising. Many publishers do not like a sliding scale, and it is thought that advertisers do not like a sliding scale of rates, but changed conditions in the country publishing business have produced this sliding scale of costs, so why should we not change our method of doing business in order to meet the new conditions?

By basing our rate-card on this sliding scale of costs we are not compelled to go to our good, regular advertisers and notify them of an advance in rates which to them would be simply astounding; but we can go to them with the proposition that advertising rates will necessarily have to be advanced and that the regular advertiser is going to be given the most favored rate. Some of these regular advertisers may pay the advanced rate, and some may conclude to cut down their space proportionately, but in no event will an increase of rates be attended by the disaster which was cited at the beginning of this article. On the other hand, when all the advertisers are given fair warning as to just how the lower rates may be obtained, those who decide not to avail themselves of these rates will be more in the mood to pay the 25-cent and 30-cent rates when the time comes that they do want advertising. It is a most happy circumstance that the most logical way to raise advertising rates is also the easiest way. Under this sliding scale, the publisher can go to the regular advertiser with his most favorable rates; and later, when the occasional advertiser comes to the publisher, the latter can exact the highest rates and the advertiser is most willing to pay.

Wherever conditions demand it the whole business world recognizes the justice of different charges for different classes of service. The merchant charges a small gross profit on those staples of which his sales are frequent, but charges a very much larger gross profit on those articles which he is compelled to keep on his shelves and yet sells infrequently. A still better illustration is the electric-light company which charges a small rate to the customer

who uses current of a nearly fixed quantity a large part of the time, but charges a very high rate to the customer who makes a large demand for current for a very short time. Even different trades differ from one another as to the "going wages" paid where there is no fundamental cause for that difference except the regularity of service. A printer in the country will work the year around and draw, say, $3 a day, while the bricklayer (certainly not a more skilful artisan) will draw $6 a day because he works only half the year.

Getting back to our own business, the situation is simply this. Advertisers are now intermittent where they used to be regular, advertisers are now changing copy frequently where they used to change it less frequently, advertisers are now requiring expensive advertising composition where the advertising composition used to be simple. All these elements have raised the cost of producing the paper, and why should not the advertisers who have caused this advance be the ones to pay for it? If we simply adopt a higher flat rate we are guilty of discrimination because we are charging the same rate for very different kinds of service.

The flat rate encourages the advertiser to become an intermittent advertiser, while a sliding scale which favors the regular advertiser encourages him to remain regular, and prompts the intermittent advertiser to become regular, and the regular advertiser is always the satisfied advertiser.

There is only one good reason that I know of for not adopting the sliding scale of costs here worked out as a scale for advertising rates, and that is that it might encourage an advertiser to be negligent about changing his copy. This is a question which every newspaper man must decide for himself according to conditions in his own particular field. If the schedule above given does not have a detrimental effect on the advertisers in this respect, then in simple justice it should be adopted; but if it does have a detrimental effect, a rate should be adopted which presumes that the advertiser changes his copy every week — and if he does not then there's so much "velvet" for the publisher. One Minnesota publisher has done this and gets a rate of 30 cents an inch for anything less than a month, 27 cents for a month, 25 cents for three months, 22 cents for six months and 20 cents for a year. The reduced rates do not apply unless contract is made.

Another way is to adopt a rate-card in the following form:

"Display advertising, 30 cents an inch. If term contract be made, the rate will be computed according to the following schedule."

Then follow with the schedule before given.

Of course, for eight-page and four-page papers this should read "25 cents an inch."

Lastly, if you believe in a flat rate, charge it, but get it up to 15 or 20 cents where it belongs. Every paper ought to at least charge a "transient" rate of 25 or 30 cents.

There's a New Year Coming.

We can not begin to exhaust this subject of selling advertising and advertising rate-cards in this issue, but have only given a few thoughts which naturally follow our study of advertising costs. The important thing right now is that the New Year is the best time to start a new rate-card. Resolve that the financial return at the end of 1914 will be better than it is at the end of 1913, and that there is some other method of making it better than simply "working harder."

RESULT OF AD.-SETTING CONTEST NO. 36.

BY O. F. BYXBEE.

While the ad. selected for THE INLAND PRINTER'S Ad.-setting Contest No. 36 was a small one, with very little copy, it was none the less a difficult one to display, and it was surprising that so many compositors entered. Contest No. 35 had 175 specimens and was one of the largest of the series, but No. 36 had 196 different ads. submitted by 144 compositors. Each contestant was required to send two hundred slips of each of his entries, and these were made up into sets and mailed to the compositors who entered the contest. As explained when the contest was announced, the best ads. are determined from the vote of the contestants by a system of points. Three points are awarded each ad. selected for first place, two points for each second selection, and one point for each third selection. The names and addresses of the compositors, the numbers of the specimens they submitted, and their selections for first, second and third places are as follows:

Specimen Nos.				First Choice	Second Choice	Third Choice
		1	Thomas H. Anderson, Boston	125	13	123
		2	C. W. House, Brooklyn, N. Y.	125	72	186
	3	4	Chal Sturgeon, Eddyville, Iowa	57	16	133
		5	Carl Fuller, Mansfield, Pa.	99	83	18
	6	119	W. C. Randall, Prairie City, Iowa	93	154	8
	7	8	C. F. Hoffman, Fillmore, Cal.	16	191	152
		9	Fred. B. Cobb, Pittsburg, Kan.	57	125	122
10	11	12	Edwin G. Martin, Merced, Cal.	189	87	191
		13	J. Arthur Landry, Sherbrooke, Que., Can.	145	14	105
	14	15	J. W. Archibald, Salem, Ohio	154	24	191
		16	Harold C. Saunders, Burnside, Conn.	57	72	6
		17	George G. Green, Sherbrooke, Que., Can.	126	125	105
		18	L. E. Palmer, Tipton, Ind.	183	57	160
		19	William F. Harvey, Waterbury, Conn.	175	160	73
20	21	22	Carl E. Gruber, East Liverpool, Ohio.	...	...	...
		23	P. E. Barnhart, Columbia, Mo.	160	145	137
	24	25	A. Z. Maloney, West Duluth, Minn.	70	31	30
		26	Ernest W. Woods, Telluride, Colo.	33	123	152
		27	E. M. Baxter, Albany, Mo.	103	145	37
		28	George Wetzel, New Orleans, La.	6	75	154
		29	Edw. E. Bailey, Seymour, Ind.	186	119	191
		30	Karl F. Tiedemann, Pittsburg, Kan.	165	7	57
		31	Joseph R. Cech, Chicago	106	189	57
		32	Jess Chapler, St. Louis, Mo.	90	16	155
		33	Henry Heizer, Jr., Helena, Mont.	186	42	114
		34	Lewis W. Wamaeks, Cincinnati, Ohio.	72	115	30
		35	J. L. White, Waunakee, Wis.	...	...	...
		36	Irvine A. Rollins, Nashua, N. H.	59	106	70
		37	Aza B. Bissinnar, Columbia, S. C.	105	51	25
	38	45	Thomas Wade, Cowansville, Que., Canada.	29	16	126
		39	Conrad E. Folin, Cyrus, Minn.	152	191	111
		40	Patriek H. Kelly, Waltham, Mass.	165	139	122
		41	Arthur Friskey, Mohawk, Mich.	157	31	90
	42	43	Fred Smith, Grants Pass, Ore.	186	122	57
		44	Milton W. DePuy, Deming, N. M.	157	11	177
	46	99	B. W. Radcliffe, Macon, Ga.	145	152	125
	47	48	Bruce F. Stevens, Ogden, Utah	159	51	63
		49	H. C. Bull, Texarkana, Tex.	160	191	66
		50	M. D. Pilkenton, Baker, Ore.	...	...	...
		51	Preston C. Smith, El Cajon, Cal.	183	76	99
		52	David Steuerman, Brooklyn, N. Y.	5	99	152
		53	Ludvik Zvedelik, Cicero, Ill.	...	...	...
	54	55	P. B. Menard, Marshall, Minn.	99	152	16
		56	Fred R. Butters, Boston	90	165	183
		57	John P. Gomes, Honolulu, Hawaii	72	189	186
		58	Sam A. Meyer, Harrisonville, Mo.	32	13	90
		59	Joseph B. Tivnan, Nashua, N. H.	36	153	118
		60	Oliver A. Blevins, Gilman, Ill.	96	177	178
		61	George B. Brewer, Pittsburg, Kan.	...	...	...
	62	63	J. T. Cunningham, Ogden, Utah	48	152	37
64	65	66	Ellis Coleman, Shreveport, La.	189	99	72
	67	68	W. Slattery, Ottawa, Ont., Canada	117	30	125
		69	Samuel R. Larzelere, Philadelphia	189	186	122
		70	G. A. Taylor, Chattanooga, Tenn.	164	118	115
		71	T. A. L. Leach, Crawfordsville, Ind.	95	75	164
		72	George Sternard, Chicago	...	...	...
73 74 75 156 157			M. O. Dawson, Madison, Wis.	57	189	122

Specimen Nos.			First Choice	Second Choice	Third Choice
76	77	Louis S. Tenette, Denmark, S. C.	119	71	46
	78	B. D. Staton, Charlotte, N. C.	...	...	...
79	80	O. H. Starnes, Charlotte, N. C.	...	...	...
	81	William Hansford, Jr., Somerset, Ky.	160	191	119
	82	Louis V. Ware, Somerset, Ky.	122	57	83
	83	Charles Webster, Tomahawk, Wis.	122	75	119
	84	Sid Tounsley, Pittsburg, Kan.	118	122	79
	85	H. C. Hull, Charlotte, N. C.	118	117	157
	86	John M. Murray, Los Angeles, Cal.	75	99	125
87	88	W. E. Hefley, Sac City, Iowa	...	...	...
	89	Fred W. Ellis, Sac City, Iowa	57	145	122
	90	D. C. Walker, Wichita Falls, Tex.	31	25	16
	91	Joseph L. Airner, Los Angeles, Cal.	31	125	99
	92	Henry Hurr, Flatonia, Tex.	95	91	136
	93	C. R. Archibald, East Palestine, Ohio	99	154	145
	94	G. P. Hammond, Jackson, Mich.	189	125	186
95	96	97 Oscar T. Vinson, Wichita Falls, Tex.	152	145	154
	98	Edw. E. Brockman, Portland, Ore.	160	189	164
	100	Harold Wilson, Nashua, N. H.	152	97	75
	101	Robert E. Tait, Nashua, N. H.	152	186	90
	102	Harry Rogers, Mapleton, Minn.	186	157	59

Specimen Nos.			First Choice	Second Choice	Third Choice
	153	William Bradford, Winston-Salem, N. C.	57	59	122
	154	Edwin H. Stuart, Pittsburgh, Pa.	164	72	93
	155	William J. Putthoff, Kansas City, Mo.	145	99	157
	158	Mark Lear, Mt. Morris, N. Y.	90	102	189
	159	Robert C. Adams, Kansas City, Mo.	145	73	46
160	161	162 Kurt H. Volk, Lindenwold, N. J.	149	90	153
	163	Maurice G. Rosenwald, Springfield, Mass.	57	98	106
	164	R. L. Sullivan, Winston-Salem, N. C.	141	191	75
	165	Robert E. Griswold, Philadelphia	189	161	183
166	167	168 169 Lewis A. Kirkpatrick, Topeka, Kan.	159	157	122
170	171	F. A. Kear, Mitchell, S. D.	8	124	90
172	173	Paul B. Van Winkle, Richwood, Ohio.	90	119	145
	174	R. F. Gaines, Stillwater, Okla.	...	...	...
	175	William H. Miller, Rochester, N. Y.	99	139	151
	176	Robert G. English, Toronto, Ont., Canada	99	152	139
177	178	Edward C. Sterry, Kamloops, B. C., Can.	186	191	189
	179	William McAlevey, Chauncey, N. Y.	189	126	106
	180	I. N. Bower, Chauncey, N. Y.	72	189	126
	181	Louis Kline, Chauncey, N. Y.	...	...	...
	182	M. R. O'Grady, Calgary, Alta., Canada	...	...	...
	183	Percy J. Frost, New York	90	75	16



H. W. Hawley,
Long Beach, Cal.
First place.



D. C. Walker,
Wichita Falls, Tex.
Second place.



John J. Hesse,
Detroit, Mich.
Third place.



John P. Gomes,
Honolulu, Hawaii.
Fourth place.



Ernest A. Burns,
Oneida, N. Y.
Fifth place.

	103	Charles M. Kingman, Oneida, N. Y.	145	171	182
	104	Michael McMorrow, Findlay, Ohio	152	81	57
	105	Arthur G. Wissler, New York	19	69	50
	106	Ralph M. Coffelt, Pittsburg, Kan.	186	42	31
107	108	Purcell Barbee, Salem, Ore.	177	60	178
	109	Frank Ladenberger, Lawrence, Kan.	...	...	...
	110	Robert P. Henry, Philadelphia	90	171	71
	111	David J. Gildea, Catonsville, Md.	99	139	90
	112	Jay C. Jenks, Jr., Joliet, Ill.	47	181	180
	113	Charles L. Kellow, Devil's Lake, N. D.	25	43	115
114	115	Lynn J. Peck, Oneonta, N. Y.	189	157	118
116	117	William Clarke, Chicago	90	165	189
	118	John G. Finley, Oneonta, N. Y.	74	156	114
	120	John M. Flynn, Boston, Mass.	125	189	72
121	122	Morris Reiss, New York	75	189	98
	123	James R. Beaubiah, Watervliet, N. Y.	...	...	...
	124	I. Albert Grabmeyer, Bay City, Mich.	41	152	6
125	126	127 D. M. Benton, Macon, Ga.	145	16	189
	128	A. H. Harrington, Macon, Ga.	122	183	57
129	130	131 132 C. F. Whitney, Wayne, Neb.	152	154	191
	133	W. C. A. Casburn, Toronto, Ont., Canada	145	152	77
	134	Walter Devantier, St. Clair, Mich.	75	31	58
135	136	Theodore Moore, Lodi, Cal.	...	...	...
137	138	139 140 Loyd E. Springer, Los Angeles, Cal.	165	72	6
	141	Ben Kline, New York	165	53	189
	142	Lucius P. Burch, Westerly, R. I.	154	37	105
	143	J. A. Kennedy, Stephenville, Tex.	55	73	102
	144	Harold R. Brice, St. Louis, Mo.	32	152	133
	145	Ernest A. Burns, Oneida, N. Y.	103	154	16
	146	James H. Walker, Balmorhea, Tex.	183	182	90
	147	Carl J. Anderson, Red Oak, Iowa	191	189	57
	148	Ernest Hunter, Arlington, N. J.	...	...	...
149	150	Walter Wallerstedt, Lindsborg, Kan.	186	189	69
	151	Walter H. Le Vasseur, Bridgeport, Conn.	175	57	189
	152	John J. Hesse, Detroit, Mich.	90	154	145

184	185	186	Louis L. Lehr, Pittsburg, Kan.	95	75	191
		187	Edw. J. Bundrick, San Rafael, Cal.	69	191	72
		188	Leonard B. Brushwood, Hampton, Va.	...	...	...
		189	H. W. Hawley, Long Beach, Cal.	95	186	139
		190	Arthur P. Halpen, Calgary, Alta., Canada	126	57	156
		191	George Branish, Denver, Colo.	189	157	119
		192	C. E. Coffman, Cleveland, Ohio	...	...	...
		193	(No name), Brenham, Tex.	...	...	...
		194	Ernest M. Parrott, Baltimore, Md.	111	92	155
195		196	H. C. Miller, Stratford, Ont., Canada	90	160	189

A recapitulation of the vote gives the following results:

Specimen Nos.		Points
1	189	H. W. Hawley, Long Beach, Cal. 49
2	90	D. C. Walker, Wichita Falls, Tex. 35
3	152	John J. Hesse, Detroit, Mich. 35
4	57	John P. Gomes, Honolulu, Hawaii. 34
5	145	Ernest A. Burns, Oneida, N. Y. 32
6	186	Louis L. Lehr, Pittsburg, Kan. 30
7	99	B. W. Radcliffe, Macon, Ga. 28
8	191	George Branish, Denver, Colo. 22
9	75	M. O. Dawson, Madison, Wis. 21
10	72	George Sternard, Chicago 20
12	125	Morris Reiss, New York 20
13	154	D. M. Benton, Macon, Ga. 20
14	160	Edwin H. Stuart, Pittsburgh, Pa. 18
15	16	Kurt H. Volk, Lindenwold, N. J. 17
16	157	Harold C. Saunders, Burnside, Conn. 15
17	165	M. O. Dawson, Madison, Wis. 14
18	31	Robert E. Griswold, Philadelphia 14
19	183	Joseph R. Cech, Chicago 13
20	95	Percy J. Frost, New York 13
		Oscar T. Vinson, Wichita Falls, Tex. 12

F. T. Staples — Safe Deposit Vaults — P. L. Holzer

JAMES STAPLES & CO.

Insurance
Fire—Marine—Liability — Automobile — Plate Glass — Surety Bonds

Bankers
Will Act as Trustees or Administrators—Interest Allowed on Balances of $500 or Over

Real Estate
Bought and Sold on Commission—Loans Made on Approved City Real Estate

189 State Street, Bridgeport, Connecticut

No. 189. First place.

JAMES STAPLES & COMPANY P. L. HOLZER F. T. STAPLES

BANKERS

INSURANCE
Gire, Marine, Liability, Plate Glass, Automobile

Interest allowed on balances of $500 or over
Safe Deposit Vaults
Surety Bonds

REAL ESTATE
Bought and Sold on Commission. Loans made on Approved City Real Estate

WILL ACT AS TRUSTEES OR ADMINISTRATORS

189 STATE STREET - BRIDGEPORT, CONNECTICUT

No. 186. Sixth place.

James Staples & Co.

P. L. HOLZER **Bankers** F. T. STAPLES

Interest Allowed on Balances of $500.00 or More

Insurance—fire, marine, liability plate glass, automobile

Safety deposit vaults. Surety bonds. Real estate bought and sold on commission
Loans made on approved city real estate. Will act as trustees or administrators

189 State Street, Bridgeport, Connecticut

No. 90. Second place.

JAMES STAPLES & CO. P. L. HOLZER F. T. STAPLES

BANKERS — Interest allowed on balances of $500 or over. *Safe Deposit Vaults*
INSURANCE — Fire, Marine, Liability, Plate Glass, Automobile. *Surety Bonds*
REAL ESTATE bought and sold on commission
LOANS made on approved city Real Estate. WILL ACT AS TRUSTEES OR ADMINISTRATORS

189 STATE STREET — BRIDGEPORT, CONN

No. 99. Seventh place.

James Staples & Company

P. L. HOLZER **BANKERS** F. T. STAPLES

Interest allowed on balances of $500 or over. Safe Deposit Vaults. Insurance: Fire, Marine, Liability, Plate Glass, Automobile. Surety Bonds. Real Estate Bought and Sold on Commission. Loans made on Approved City Real Estate. Will act as Trustees or Administrators

185 State Street Bridgeport, Connecticut

No. 152. Third place.

Jas. $taples & Co.

P. L. Holzer
F. T. Staples

Interest Allowed on Balances of $500.00 or Over

Bankers

189 State Street
Bridgeport, Conn.

Safe Deposit Vaults. Surety Bonds. Insurance — Fire, Marine, Liability, Plate Glass, Automobile. Real Estate bought and sold on commission. Loans made on Approved City Real Estate. Will act as Trustees or Administrators.

No. 191. Eighth place.

JAMES STAPLES & CO.

P. L. Holzer — 198 STATE ST. BRIDGEPORT, CONN. — F. T. Staples

BANKERS
Interest Allowed on Balances of $500 and over.
SAFE DEPOSIT VAULTS :: SURETY BONDS ::

INSURANCE: Fire; Marine; Liability; Plate Glass and Auto.
REAL ESTATE Bought and Sold on Commission.
LOANS Made on Approved City Real Estate.
Will Act as TRUSTEES or Administrators

No. 57. Fourth place.

Jas. Staples & Company

Bankers

Interest Allowed on Balances of $500 or Over

Fire, Marine, Liability, Plate Glass, Automobile Insurance—Real Estate Bought and Sold on Commission—Loans Made on Approved City Real Estate—Will Act as Trustees or Administrators

P. L. HOLZER —— F. T. STAPLES

Bridgeport, Conn.

ONE EIGHTY NINE STATE STREET — SAFE DEPOSIT VAULTS SURETY BONDS

No. 75. Ninth place.

P. L. HOLZER F. T. STAPLES

James Staples & Co.

BANKERS

Interest allowed on balances of $500 or over. Safe deposit vaults. Insurance—Fire, Marine, Liability, Plate Glass, Automobile. Surety bonds. Real estate bought and sold on commission. Loans made on approved city real estate. Will act as trustees or administrators.

189 STATE STREET BRIDGEPORT, CONN.

No. 145. Fifth place.

James Staples & Co.

P. L. HOLZER F. T. STAPLES

INSURANCE
Fire
Marine
Liability
Plate Glass
Automobile

BANKERS
Safety Deposit Vaults
Surety Bonds
Interest allowed on balances of $500 or over
Will act as Trustees or Administrators
189 State St., Bridgeport, Conn.

REAL ESTATE
Bought and Sold on Commission

LOANS
Made on Approved City Real Estate

No. 72. Tenth place.

Specimen Nos.			Points
21	118	John G. Finley, Oneonta, N. Y.	10
22	119	W. C. Randall, Prairie City, Iowa	10
23	126	D. M. Benton, Macon, Ga.	10

Eight points — Nos. 105, 139, 164.
Seven points — No. 106.
Six points — Nos. 6, 25, 32, 59, 69, 103, 159, 175, 177.
Five points — Nos. 37, 73, 117.
Four points — Nos. 8, 13, 30, 42, 51, 70, 93, 111, 115, 171.
Three points — Nos. 5, 19, 29, 33, 36, 41, 47, 48, 55, 71, 74, 83, 96, 98, 102, 123, 137, 141, 149, 153, 156, 182.
Two points — Nos. 7, 11, 14, 24, 43, 46, 53, 60, 76, 81, 87, 91, 92, 97, 114, 124, 133, 155, 161, 178, 181.
One point — Nos. 18, 50, 58, 63, 66, 77, 79, 116, 151, 180.

Possibly there are many compositors who thought it impossible to depart from the stereotyped business-card form for an ad. of this kind, but there is certainly variety enough in the specimens reproduced to convince any compositor that there are many attractive ways to treat such copy. The vote on the best ads. is widely scattered, although

F. T. STAPLES P. L. HOLZER

James Staples & Co.

189 State Street, Bridgeport, Conn.

BANKERS

INSURANCE	REAL ESTATE	LOANS
Fire, Marine, Liability Plate Glass, Automobile.	Bought and Sold on Commission.	Made on Approved City Real Estate.

Interest Allowed on Balances of $500 or over.
Will Act as Trustees or Administrators.

SAFE DEPOSIT VAULTS SURETY BONDS

No. 150.

Selected for the first place by the advertiser.

No. 189 leads by a fair margin, but there are only fifteen points difference between second and twelfth places, with several other ads. closely following. This is a contest in which even experts would differ, so that it is not strange that the compositors were so divided in their votes. There are two ads. well up in the list which would undoubtedly have received larger votes if heavier type had been used for the display, Nos. 99 and 152, although the latter failed to bring out "Insurance" and "Real Estate," which were almost equal in importance to "Bankers." Mr. Radcliffe, who set No. 99, is a student of the I. T. U. Course, and states that he endeavored to carry out the instructions received in the Course in reference to harmony, simplicity, legibility, etc. One of the compositors, in selecting No. 99 for first place, says: "This ad. carries out the idea perfectly, and being well balanced would hold the eye of a prospective customer until all is read." It is interesting to study the selections made by the compositors for places of honor. Those who set good ads. naturally were quick to recognize merit in others, but this good judgment was not confined to the leaders, as many compositors whose own ads. received but few points named as their preferences ads. which are at or near the top. A case in point is that of Edward C. Sterry, of Kamloops, British Columbia, whose two ads., Nos. 177 and 178, received but few points, who selected Nos. 186, 191 and 189, in the order named, these ads. finishing in sixth, eighth and first places. Mr. Sterry writes an interesting letter, showing he studied the specimens carefully, from which the following is quoted:

No. 186 as first choice — On account of the strong display of "Bankers." In spite of the fact that this line somewhat overcrowds the name, I think, after comparing it with the rest, its merits allow it to rank first.

No. 191 as second choice — Because of its unusual typographical arrangement, which, if given a good place among newspaper ads., should prove attractive.

No. 189 as third choice — While not particularly attractive with regard to typographical arrangement, the compositor has evidently realized the important fact of bringing out something besides the firm name. This ad. shows that his efforts were well rewarded.

Believing that the contestants and readers of THE INLAND PRINTER would be interested in the opinion of the advertiser, a letter was addressed to James Staples & Co., asking them to make three selections, and here is their response:

Mr. O. F. Byxbee, Chicago, Ill.: BRIDGEPORT, CONN., Oct. 24, 1913.

DEAR SIR,— Your favor of the 17th was duly received, and we have examined the 196 varieties of ways of setting up our advertisement with great interest. It has been difficult for us to cut our selection of the best ones down to three; so many of them seem good to us. We presume that we look at them from a standpoint quite different from that of a printer. To us the way in which the different heads of our business are brought out and the relative position of the phrases regarding the different branches are the important points, while to a printer we suppose the general effectiveness of the grouping would be of more importance.

We have finally selected for the three of our choice Nos. 150, 72 and 125, although there are several others which strike us as about equally commendable.

We thank you for including us in this interesting contest and shall be glad to be advised of the result. Very truly,

JAMES STAPLES & COMPANY.

It will be noticed that the ad. selected by the advertiser for first place was entirely overlooked by the compositors, although those named second and third are well up in the list. The opinion of the advertiser is always important and the points mentioned in the letter are well worth consideration. Ad. No. 150, selected for first place, is shown herewith. It is unfortunate that more of the ads. can not be reproduced, but there are enough to show a great variety of treatment. Photographs of the leading contestants are shown herewith, and brief biographical sketches follow:

Harry William Hawley was born in 1869 at Waldron, Illinois. At the age of fourteen he entered the office of the Gilman (Ill.) *Star*, where he served his first year in the printing business, later spending nine years with the Monmouth (Ill.) *Atlas and Review*. Six years ago he and his wife moved to California, where he has been setting ads. on the Oakland *Tribune*, San Francisco *Globe-Post* and Pasadena *Star*. Mr. Walker writes that he is now serving his "thirtieth year as an apprentice to the printing trade" on the Long Beach *Press*. He adds, "Have taken THE INLAND PRINTER a great many years — it keeps a fellow from getting rusty."

D. C. Walker was born in 1877 at Lewisville, Texas, and learned the trade in that State (starting sixteen years ago) mostly in job shops. He is now employed on the Wichita Falls (Tex.) *Daily Times* as ad.-man.

John J. Hesse was born at Berlin, Ontario, in 1893. At the age of fourteen he entered a small newspaper and job office in that city, where he remained four years. He is at present employed at the Joseph Mack Printing House, Detroit, Michigan.

John P. Gomes was born in Hawaii in 1886 and learned his trade in the office of the Hawaiian *Star*, and is at present foreman of the composing-room in the branch office of the Honolulu *Star-Bulletin*. He is vice-president of Honolulu Typographical Union, No. 37. Mr. Gomes is a student of the I. T. U. Course and won second place in THE INLAND PRINTER'S Ad.-setting Contest No. 30 and seventh place in Contest No. 31.

Ernest A. Burns was born in Cohoes, New York, in 1890. He served his apprenticeship in the office of the Greenwich (N. Y.) *Journal*, and has since worked in various offices in the State, being at present employed on the Oneida (N. Y.) *Democrat Union*. Mr. Burns was a member of the I. T. U. Course, and says he considers it gave him more of an insight into the art of printing than a number of years at the trade would have done.

PRINTERS' PICNIC.

Smith — Well, you printers do know how to have a jolly time when you get together. But who is that lonesome, sad-looking individual away over in the corner?

Slug One—That's the proofreader.—*Somerville Journal.*

OBITUARY

James Carter Beard.

James Carter Beard, the noted author and illustrator, died on Saturday, November 15, 1913, at the age of seventy-eight years, at New Orleans, Louisiana. He was a brother of Daniel Beard, the cartoonist, and was born in Cincinnati. He was admitted to the bar in 1861 and practiced a short time. He did much work as an illustrator for high-class books and periodicals, making a specialty of pictures of animals. He was the author of several works, including "Little Workers," "Curious Homes and Their Tenants," and "Billy Possum."

Warren Curtis.

Warren Curtis, pioneer paper manufacturer of New York city, director of the International Paper Company, and vice-president and director of the Ticonderoga Pulp and Paper Company, passed away at his home in Palmer Falls, New York, on November 2, 1913, in his seventy-sixth year.

Mr. Curtis began his business career at the early age of sixteen, when he worked in the West as a surveyor and engineer for a number of years. Later he established a paper-mill in Illinois, but losing the plant by fire in 1869, he returned East, permanently establishing himself in northern New York.

Through an untiring series of experiments Mr. Curtis accomplished what others had failed to do successfully — that is, making news paper out of ground wood-pulp. In this work he won for himself recognition as one of the most expert men in the country.

Until about three years ago, Mr. Curtis had entire charge of the engineering work of the International Paper Company, managing the department of maintenance and construction with signal ability. He recently constructed a pulp-mill at Palmer, New York, which is now under successful operation. Mr. Curtis is survived by his widow, three sons, Warren, Allen and Harry L., and two daughters, Mrs. C. H. Yates and Miss Marguerite F. Curtis.

Ashmead Gray Rodgers.

Ashmead Gray Rodgers, for twelve years superintendent of The Carborundum Company's plant at Niagara Falls, died on October 23, 1913, as the result of injuries sustained through an accident on October 5. Mr. Rodgers had a host of friends and acquaintances throughout the mechanical and chemical world, and they will sincerely feel the loss of a man who was so pleasing in personality, democratic in his attitude to others and so capable in his chosen line of work. Mr. Rodgers was a native of Albany, New York, having been born there in 1872. Previous to his taking up the work of superintendent of The Carborundum Company, he was superintendent of the Eddy Electrical Company, at Hartford, Connecticut. His funeral services were held Saturday, October 25, from St. Peter's Church at Niagara Falls and were attended by several hundred of the employees of The Carborundum Company, members of the Niagara Club and other friends. Mr. Rodgers was a member of the American Chemical Society, Engineers' Society of New York, Chemists' Club, Niagara Club, University Club and Country Club of Niagara Falls, and several other scientific and social organizations.

William McEvoy.

William McEvoy, one of the fifty-two printers who in June, 1852, organized Chicago Typographical Union, No. 16, died on Sunday, November 16, 1913, at his home, 2019 Racine avenue, Chicago. Mr. McEvoy was born in Dublin, Ireland, on September 8, 1832, and came to America with his parents in 1848, settling in Chicago, the voyage across being made in a sailing vessel and requiring six



William McEvoy.

weeks. He had started as an apprentice at the printing trade before leaving Ireland, and after arriving in Chicago went to work in the composing-room of the *Tribune*. After completing his apprenticeship he followed the course customary with printers of those days and went "on the road," working in newspaper offices in several of the larger cities. In 1854 he returned to Chicago where he was actively connected with the printing trade until a few years before his death. Mr. McEvoy was financial secretary of Chicago Typographical Union, No. 16, from 1876 to 1879, and secretary-treasurer from 1888 to 1909. When he retired from the printing trade he was pensioned by the union in recognition of his faithful services.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Brant & Borden of Newark, N. J., Change Name.

An announcement has been received from Brant & Borden, Newark, New Jersey, stating that they have changed the firm name to The Borden Press. There has been no change in management, control or policy, the change affecting the name only. The plant has been run under its present owners — Milo S. Borden and William H. Borden — since 1904.

H. Hinze Machinery Company Adds New Line.

In addition to other lines carried, the H. Hinze Machinery Company, Incorporated, 154 Nassau street, New York, has taken over the sole American agency for the Max Kroenert Machine Works, of Altona, Germany, which manufactures machines for wall-paper factories, coated and fancy paper mills, wax-carbon, photographic and imitation glass-paper manufacturers, etc.

"Relief Line Engraving," Issued by L. L. Poates Engraving Company.

Under the title "Relief Line Engraving," The L. L. Poates Engraving Company, 22 North William street, New York, has issued a handsome booklet, the object of which is to give a brief description of the wax process of engraving, and to show a few specimens of the many kinds of work for which it is adapted. This process is not only suitable for mapwork of all varieties, but also for diagrams, forms, tabular work, drawings and numerous other classes of work. The booklet is a handsome specimen of typography and shows a wide range of work done by this process. The plates from which the illustrations were printed were loaned by customers for whom they had been engraved.

A New Catalogue of Gummed Specialties Made by Ideal Coated Paper Company.

An attractively gotten up catalogue of gummed holland and gummed cloths has just been issued by the Ideal Coated Paper Company, Brookfield, Massachusetts. This catalogue contains thirty sample strips of gummed cloth of various colors. There are eight colors of cambric, ten colors in the dull finished holland, an equal number of colors in the glazed finished holland. Samples of gummed colored coated paper and open mesh cloth are also shown. The advantages of a high-class gummed tape are too numerous to enumerate. Printers and binders will find these gummed tapes can be adapted for many purposes with a minimum of waste. The application of the colored gummed material for pads, high-class booklets and catalogues is well known and widely practiced.

The Ideal Coated Paper Company is well known as the maker of guaranteed flat gummed papers, which may be procured in rolls or sheets. It also manufactures specialties in gummed or ungummed tapes and cloth to meet any demand. Sample coils of cloth, tape or paper will be furnished to users on request. Address Ideal Coated Paper Company, Brookfield, Massachusetts; New York office: 150 Nassau street, New York city; Chicago office: 1536 Monadnock building.

Barton's Non-slip Quoin.

Many years ago men of the printing craft discarded the old wooden quoin, and since that time proprietors, superintendents, foremen, compositors and pressmen have looked forward to the time when there would appear upon the market a reliable, durable, practical and guaranteed non-slip quoin that can always be depended upon. Joseph Barton, one of Chicago's popular young printers, within the past month has invented and placed upon the market such a quoin, which will, no doubt, prove a boon to the printing trade. The illustration shows the non-slipping feature.



This quoin can be used either with or without the bolt. In using Barton's non-slip quoin there is no interference whatever between quoin and bolt during process of lock-up, the nut being adjusted by pressman after final O. K. is given. For colorwork, long runs and standing forms it can not be equaled. When you once obtain a register with this quoin there will be no stopping of presses and re-registering forms, which often requires considerable time. Barton's guaranteed non-slip quoin eliminates all this waste of time, and will be welcomed in all printing establishments, large or small. Being made of malleable iron, one can readily see that the life of this quoin will not be a short one. Those desiring further information or literature concerning this quoin can obtain it by corresponding with Mr. Barton, whose address is 1533 South Hamlin avenue, Chicago, Illinois.

Clubs to Celebrate Franklin's Birthday.

The Old-Time Printers' Association of Chicago will celebrate Franklin's Birthday with a banquet and dance at Hotel La Salle on Friday evening, January 16, 1914. Invitations to respond to toasts have been extended to Melville E. Stone, president of the Associated Press; James M. Lynch, Labor Commissioner of New York; Philip T. Dodge,

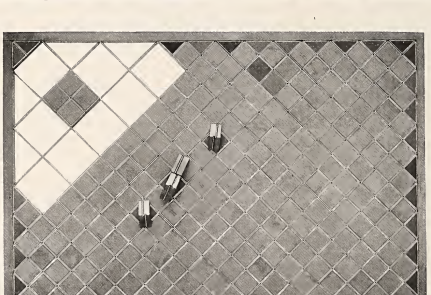
president of the International Paper and Mergenthaler Linotype Companies; and the Rev. Dr. Rufus A. White.

The Chicago Typothetæ has decided to hold its celebration in honor of Franklin on Friday evening, January 23, 1914, at which time the executive officers of the United Typothetæ and Franklin Clubs of America will be the guests. The committee in charge of arrangements has its plans well in hand and will make further announcement in a short time.

Uprightgrain Sectional Base.

The accompanying illustration presents a sectional base that will prove a valuable friend to the lock-up man, for the Uprightgrain base is guaranteed not to "work up," a fault that has been found hard to overcome.

This base, which is for tacking only, is made of units of accurate height, any size, and affords unparalleled advantages. It possesses an end-grain, plate-gripping surface, unyielding to impression, which prevents the plate dragging against nails. The uniform and stiff resistance in all directions, afforded a nail, makes the plate hug the base and prevents its working loose, and renders the tapping of a plate into register accurate and reliable without loosening the nail in the wood. Plates can not "jump up."



Uprightgrain Sectional Base.

Uprightgrain base is practically indestructible and does not warp or cushion. "Either side is right-side up."

This base should prove invaluable to the commercial printer, as a great deal of his work is of a nature that tacking to the base is the only practical and economical method to employ and is more speedily accomplished than any other system.

Civil Service Examinations for Proofreader and Foreman of Printing.

On Saturday, January 3, 1914, civil-service examinations will be held in the State of Illinois for the following positions: Proofreader, open to men over twenty-one and women over eighteen; vacancies in office of Printer Expert at Springfield. Foreman of printing, open to men over twenty-five; vacancies existing at the Jacksonville School for Deaf, and at the State Reformatory at Pontiac. These examinations were to have been held on December 6, 1913, but owing to the great amount of work in the hands of the commission it has been necessary to postpone them to the date mentioned. Applications should be filed with the Illinois State Civil Service Commission, Springfield, Illinois.

"Useful Matrix Information."

The Mergenthaler Linotype Company has recently issued a twenty-four page booklet bearing the above title. The information contained therein should be in the possession of every linotype operator and machinist. A number of line-plates are used to illustrate the descriptive matter and render very clearly the instructions how to determine, without guessing, the face size of matrices. The face-notch diagram carries a comprehensive explanation which should prevent any operator or machinist making an error in ordering sorts. Sixteen pages are devoted to the list of matrix faces referred to in the diagram explanation. The information on matrix combinations is clearly expressed and should clear up any misgivings regarding combination teeth of matrices. This booklet will be sent on request by the Mergenthaler Linotype Company, Tribune Building, New York.

R. R. Burrage Completes Fifteenth Year as Manufacturer of Glue.

October 31 marked the completion of fifteen years in business as a manufacturer of padding glue and flexible bookbinding glue by Robert R. Burrage. On November 1, 1898, Mr. Burrage opened a small shop at 35 Frankfort street, New York, where he continued until February, 1906, when the growth of his business required a move to larger quarters at 83 Gold street, his present location. These quarters were enlarged, and recently, through the continued increase of business, still another addition became necessary. The rapid growth of this business and the wide reputation of R. R. B. padding glue and flexible bookbinding glue are sufficient evidence of the quality of this product. Previous to establishing a business for himself, Mr. Burrage was connected with the manufacturers of the old "Johnson process" padding composition.

George M. Courts, President United Typothetae and Franklin Clubs of America.

To be elected to the national presidency of one of the oldest and largest trade organizations of the country is indeed a great honor; but to be chosen, almost simultaneously, as the national head of two of the greatest forces in the business world to-day is the double honor bestowed upon George M. Courts, of Galveston, Texas, whose likeness we take great pleasure in presenting to our readers.

At Springfield, Massachusetts, from October 13 to 17, was gathered one of the largest and most enthusiastic



George M. Courts.
New president United Typothetæ of America.

assemblages of the industrial life of the country, celebrating the ninth annual convention of the National Association of Stationers and Manufacturers. When it became time for the election of officers the name of George M. Courts was presented for president, calling forth great applause and going through without opposition.

At New Orleans, Louisiana, from October 21 to 23, one of the most important conventions of the printing industry was gathered, at which time the same George M. Courts was chosen to head the United Typothetæ and Franklin Clubs of America.

Nor do these two offices constitute the sum total of Mr. Courts' organizational activities, for besides these two he finds time to give to the work of several other organizations, aside from his busy career as president and general manager of the firm of Clarke & Courts, which has one of the largest and best equipped stationery and printing establishments in the country.

It is said that Mr. Courts is a self-made man. Both of his parents dying in 1859, when he was but a boy, he was left in the care of an uncle in Galveston. The family migrated to Mexico, where the uncle died, leaving the young Courts to shift for himself. Working his way back to Galveston, he secured employment with a local newsdealer and stationer, advancing so rapidly he was soon managing the business.

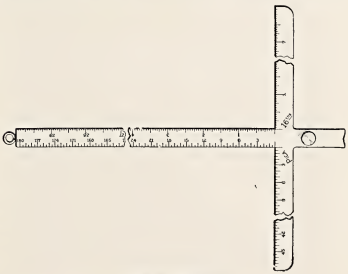
The story of his rapid rise in the business world is one of dogged determination and application, and the honors recently conferred upon him are but a partial reward for the straightforward, open-and-above-board manner in which he has worked his way upward.

A National Training School for Printing Salesmen.

The opportunity is now presented printers to acquire the necessary information to equip themselves for the selling end of the printing business. A correspondence course in sales training which covers the fundamentals necessary to equip a printer with an intelligent selling service for the printing factory, and which has received the indorsement of the Nashville Typothetæ, has been prepared by Edward P. Mickel, secretary of the Nashville Typothetæ. Two years of study and practice were required in order to prepare this course. Auxiliary courses covering the subjects, "Paper Stock," and "Engravings, Layouts and Dummies," have also been prepared and are given as a part of the general course. A practical printer, having a knowledge of type, presswork and inks, with a six months' training such as is here offered in the things it is necessary for him to know in order that he may meet a customer intelligently and on even terms, ought to be able to advance to the selling end and better himself both in opportunity and compensation. Full particulars regarding this course may be obtained by applying to Edward P. Mickel, 60 Noel block, Nashville, Tennessee.

The Star T-Square—a Great Help for Stonemen.

One of the greatest difficulties experienced by stonemen is that of getting the pages in a form squared up properly, and any tool that will help overcome this one diffi-



The Star T-Square.

culty alone would more than pay for itself in a very short time. The tool shown is one that should prove to be of great value around any printing-office, particularly where work requiring great accuracy is done, and a glance at the illustration will suggest numerous uses to which it can be put to advantage. It is accurately graduated to picas, nonpareils and inches. The Star Tool Manufacturing Company, Springfield, Ohio, will be pleased to send descriptive literature on request.

James M. Duncan Succeeds President Lynch of I. T. U.

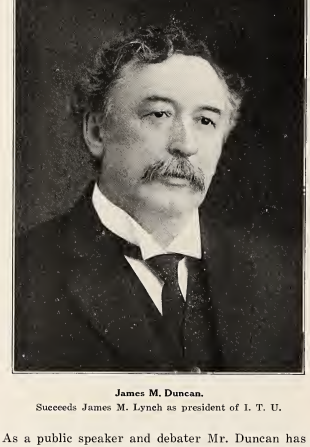
On the appointment of James M. Lynch to the office of Commissioner of Labor of the State of New York it became the lot of First Vice-President James M. Duncan to step into his shoes and guide that stately old vessel, the International Typographical Union, through the remainder of the present term of office. To those acquainted with the man and the work he has done it is needless to say that Mr. Duncan will make a worthy successor to the one who did so much to make the I. T. U. the pride of all its members and the greatest organization of the trade.

Mr. Duncan was born on September 19, 1849, in Perth, Ontario. He studied in the public school of that village, and at the age of fourteen found employment in the office of the *Courier*. He moved to Chicago in 1866, and after remaining there a short time went to New York. He joined Typographical Union No. 6 in June, 1868, and took an active part in the work of the union from the time of his initiation, serving on the various committees almost continuously. On four different occasions he served on the Executive Committee. In 1887 he was a delegate to the Buffalo session of the International Typographical Union, a conspicuous feature of that session, very recently again a matter of interest, being the protest of the smaller unions that they were not adequately recognized in committee appointments and otherwise. At this time Mr. Duncan was nominated for the presidency but withdrew in favor of Mr. Miller, of Harrisburg, in the effort to obtain for the one-delegate towns a suitable standing in the highest council of the trade.



James M. Lynch.
Appointed Labor Commissioner of New York.

Mr. Duncan was elected to the presidency of New York Typographical Union, No. 6, in 1885, and his first day in office was signalized by a strike in one of the largest book houses in the jurisdiction. Conspicuous in this episode was Mr. Duncan's method of management, which brought the strike to a successful close. He was again elected to the presidency of No. 6 in 1888, and his great achievement during this year was the capture of the largest evening paper in the jurisdiction.



James M. Duncan.
Succeeds James M. Lynch as president of I. T. U.

As a public speaker and debater Mr. Duncan has won high praise, depending wholly upon the merit of the question, effective arrangement, weight of evidence, legal status of matter and historic value in parallel, but never calling in hostile personal feeling either in word or by insinuation. While he disagrees most radically, he has never been known to attribute unworthy motives to opponents.

Mr. Duncan has no hesitation in proclaiming his views. Favoring publicity and free speech, his creed may be thus summarized: "No good cause need fear inquiry and discussion, and no bad cause should be permitted to evade these." Regarding the office of chairman: "Second only in importance to the president of the union comes the chairman. Good laws unenforced are of no avail; the written law may enlighten us, but the chairman is the living force."

Mr. Duncan is known as one of the earliest advocates of arbitration, now so widespread. General Sherman's short treatise on war has more than one believer in trade-union ranks, for industrial strife is every bit as devastating, if not so theatrical.

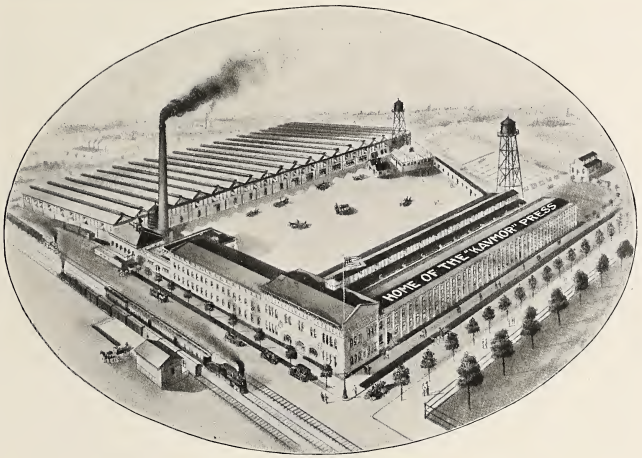
Banquet in Honor of Wm. Spalckhaver.

William Spalckhaver was tendered a complimentary dinner at the Brevoort Hotel, New York, on Saturday, November 15, 1913, the occasion being the celebration of his fiftieth year with R. Hoe & Co., printing-press manufacturers. The dinner was attended by the officers, heads of all departments and many associates, and Mr. Spalckhaver's three sons were present as guests.

Mr. Spalckhaver has been chief engineer and head of the drafting department most of this long period of service, and has been responsible for many vital improvements and patents on the large printing-presses manufactured by the company.

Robert Hoe, president of the company, in behalf of the officers and all those present, presented Mr. Spalckhaver with a silver loving-cup, commending in sincere terms the loyalty, genius and energy displayed by Mr. Spalckhaver, and the great work he has done to further the interests of the company in the printing field.

Mr. Spalckhaver was a commissioned lieutenant in the Fifty-fourth United States Volunteers in the Civil War and recently attended the reunion at Gettysburg with the U. S. Grant Post, of which he has long been a member.



THE HOME OF THE "KAVMOR" PRESS.

New Factories of the Kavmor Automatic Press Company.

The Kavmor Automatic Press Company is now manufacturing "Kavmor" high-speed automatic platen presses in factories at Newburgh, New York, and Philadelphia, Pennsylvania, which give them immense facilities for turning out these presses in large quantities. The presses are made in two sizes, the 11 by 17 inch size producing five thousand impressions, and the 14 by 20 inch four thousand impressions an hour, each press turning out the finest classes of work. A newly patented hot electric embosser, and also the cutting, creasing, scoring and printing of paper boxes at one operation, are additional features of the "Kavmor" press. A large number of the 14 by 20 inch size are in use in the large paper-box plants throughout the world, and repeat orders are constantly following.

The company guarantees its high-speed automatic platen presses to automatically feed and deliver all grades of paper from French folio to the heaviest box-board. Among other valuable features on this press is the removable platen, which enables the pressman to make one job ready while another is being run, thereby keeping the press going constantly. Two or more platens are furnished with each press.

A splendid line of specimens, embracing all classes of work such as process colorwork, labelwork in colors, halftone work and hot embossing, and also a descriptive folder showing different views and explaining special features of the press, has been printed by the company on one of its No. 2 size presses. A set of samples will be sent to any printer writing on his firm stationery to the company's offices at 54 East Eleventh street, New York.

New Bulletins of American Rotary Valve Company.

The American Rotary Valve Company, successor to the old Jenney Motor Company, and which is continuing the manufacture and sale of Jenney motors, has issued several new bulletins covering electric drives for flat-bed presses, paper-cutters, book-trimmers and pumping machinery. These bulletins show a few of the advantages of the use of Jenney motors in the printing-plant. They also show a few of the many improvements which have been made in the design and construction of these motors. Copies of these bulletins may be had by applying to Jenney electrical department, American Rotary Valve Company, Chicago, Illinois.

Miehle Company Acquires Business of Huber-Hodgman Press Company.

The Miehle Printing Press and Manufacturing Company, of Chicago, has acquired the old-established business undertaking heretofore carried on by The Huber-Hodgman Printing Press Company, of Taunton, Massachusetts. As

is well known to the printing trade, the latter company has manufactured "The Hodgman" two-revolution flat-bed press, and as the Miehle Company announces its intention of continuing to build that press at the Taunton works, those printers who are accustomed to using "The Hodgman" will be able to obtain it as in the past.

Prizes Awarded at Florida Press Association Convention.

One of the most interesting features at the recent convention of the Florida Press Association, held at Tampa, Florida, was the awarding of three prizes by Glenn-Reagin, advertisers, for the best pieces of printing submitted. The first prize, reproduced herewith, was a gold watch, suitably engraved, and was carried off by A. J. Younger, foreman of the Eustis *Lake Region*, Eustis, Florida. His design was tastefully printed in four colors — yellow, gray, black, and red.



Prize Awarded for the Best Design.

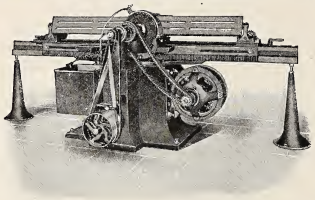
The Rinaldi Printing Company, Tampa, Florida, was awarded second prize, a handsome sterling silver cigar case, and H. Alstrom, of the Fort Pierce *News*, Fort Pierce, Florida, proved worthy of the third prize — a silver-mounted umbrella.

The Rogers-Buffalo Knife Grinder.

The well-known concern, Samuel C. Rogers & Co., Incorporated, has for some time past been working on a knife-grinding machine that would meet the demands of the most critical and up-to-date printing-offices. It has at last arrived at the point of perfection by completing the full automatic-feed, direct-motor driven Rogers-Buffalo knife-grinder shown in the accompanying illustration, and now offers the trade a machine of the greatest simplicity, which is perfect in operation and accurate in its work.

Special attention is called to the link-belt drive of this machine, which is absolutely noiseless and at the same time positive, and does away with the slipping of belts and loss of power, all power consumed being directly transmitted from the motor to the grinding-wheel mandrel. A power transmission of this kind relieves the motor of all strain, and places it out of the way of all emery-dust and water, which are the greatest annoyances around any kind of grinding machine.

With this grinder either a concave or straight bevel may be ground upon any paper-cutting knife up to 130 inches in length. If a concave bevel is desired it may be obtained by simply shifting the carriage around at different angles with the edge of the cup-grinding wheel, the degree of bevel being regulated accordingly. The automatic feed is also a very simple adjustment and can be regulated to feed as fine as one one-thousandth of an inch



Full Automatic-feed, Direct-motor Driven Rogers-Buffalo Knife Grinder.

at each travel of the carriage, and as much faster as the operator may desire and conditions may warrant.

This company manufactures many different types and sizes of automatic-feed knife-grinding and saw-sharpening machinery, and in fact is in a position to supply any kind of grinder that may be required in an up-to-date establishment. Detailed information regarding these machines may be had by writing the company at Buffalo, New York.

Dennison's 1913 Christmas Book.

We show herewith a reproduction of the cover-design of Dennison's Christmas Book for 1913. The original is attractively gotten up on the three-fold style, the body of the book being bound at the left of the center fold. The



three outside covers are printed in four colors, the inside of covers and each page in a light-green tinted background on which are displayed effectively fine half-tone illustrations. Three hundred and sixty-five thousand copies were printed, twenty-five thousand of which carry English prices for Dennison's London house, the balance to be distributed in the United States and Canada.

"The First Fifty Intertypes."

A booklet entitled "The First Fifty Intertypes" has been issued by the International Typesetting Machine Company. It contains, among other interesting features, letters of endorsement from every one of the users of the first fifty machines sold by the new company. Besides its United States branches in Chicago, New Orleans and San Francisco, the International Company is now represented in Canada (by Miller & Richard), South America, Australasia, and the Scandinavian Peninsula. It is reported that new machines are being shipped at the rate of two a day, and the Intertype factory is taxed to the utmost by its parts and supplies business.

The Twin Disk and Simplex Fountain—Two Valuable Pressroom Aids.

Printers who desire to increase the efficiency of their pressrooms should become acquainted with the valuable aids manufactured by The Simplex Manufacturing Company, 1660 Foulkrod street, Frankfort, Philadelphia, two of which we call particular attention to here. The twin disk is an attachment for printing two colors at one impression, which can be used on any job press with a flat ink disk. By cutting the stock double and running and turning, one-half the time is saved on two-color work. It can also be used for running jobs of separate colors on the same stock. The simplex fountain is another useful and labor-saving article manufactured by this company. This fountain can be cleaned or regulated readily, as it is not necessary to take it apart or off the press. By simply unhooking links at sides the roll can be swung free from the box for cleaning. Information regarding these devices may be obtained from the company at the address given.

Bookkeeping and Cost-finding for Printers.

The University of Wisconsin, Extension Division, has established a correspondence course in bookkeeping and cost-finding for printers, which is based on the Standard cost-finding system and founded on principles which have been approved and adopted by thousands of successful printers in the country.

In order that the published course might have the benefit of being edited by practical, experienced printers, a special committee was appointed by the American Printers' Cost Commission to review the course in conference with the author, F. H. Elwell, A. B., assistant professor of business administration of the University of Wisconsin, and a practical accountant. It has also been heartily endorsed by the Ben Franklin Club of America and the Wisconsin Ben Franklin Club.

The course was printed by students of the United Typothetæ of America Technical School of Printing, Indianapolis, Indiana, at the expense of that organization, making it possible for the University of Wisconsin to offer the course to printers in a neat form, at the very low price of $5. This fee entitles the student to a careful examination of his recitation papers, the ten printed assignments and a binder for the course. Full information will be furnished any interested printer by the University Extension Division, Madison, Wisconsin.



The Typographical Union, "Big 6," Band, of New York City.

The members of the band are as follows: Arthur C. Church; J. C. Heaton; Hercules Leveque; George J. Seanlan; Arthur C. Church, Jr.; William P. Heffernan; William J. Lochman; Joseph Seanlan; Thomas Comley; James J. Heffernan; James Cosgrove; George R. Hosmer; James E. McDonald; Richard Sutherland; J. De Nonno; James Keane; Lawrence J. Murray; George H. Hanford; Elmer C. Knecht; William O'Dwyer; H. Graham; C. V. Fassett; Michael Callery; Mr. McClure; J. Klohe; E. J. Murphy; Mr. Wood.

A Guaranteed Automatic Feeder.

To feed post-cards on a platen press, four-up, by hand, does not appear very difficult. To feed them accurately for a four-color register and have little or no waste is another question. It can not be done by hand without considerable loss of time and material, but it can be done on a Humana automatic feeder. The best test of a statement of this kind is to prove it by actual examination of the product. Take at random a bunch of the printed stock on the last impression and examine each sheet with a large reading-glass, you will find every sheet to register exactly. This is a strong statement. It has been done, however, and we have seen some of the very sheets taken at random and can not find the slightest trace of imperfect register. Literature and samples of work done on presses equipped with Humana feeders will be sent on application by the Humana Company, Newark, New Jersey.

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

"Newspaper Writing and Editing."

Dr. Willard Grosvenor Bleyer, Ph. D., in his book "Newspaper Writing and Editing," presents in a thorough and convincing manner the results of his seven years' training of college students in methods of newspaper writing and editing. He saw the need of text-books on journalism, and in the one compiled by him there is found much valuable information not found elsewhere. Doctor Bleyer is chairman of the Course in Journalism, and associate professor of journalism in the University of Wisconsin. The work is published by Houghton Mifflin Company, Cambridge, Massachusetts, sells for $1.65 postpaid, and may be purchased from The Inland Printer Company.

"School Efficiency—a Constructive Study."

Prof. Paul H. Hanus, of Harvard University, has compiled a series of books on school efficiency, brought about by a constructive study of educational aspects undertaken by the Committee on School Inquiry of the Board of Estimate and Apportionment of the city of New York. Each one of the volumes of the series is a reproduction of one or more of the reports made by members of this committee on elementary school and kindergarten, high school and vocational instruction, courses of study, organization, management and supervision, with a general recommendation for their unification and standardization. The series is published by the World Book Company, Yonkers-on-Hudson, New York.

"Random Notes of Boston."

"Random Notes of Boston" is the title of a handsome volume which was presented by the banks, trust companies and bankers of Boston as a souvenir of the convention of the American Bankers' Association, recently held in that city. The book was written by Henry P. Dowst, with drawings by John Albert Seaford, and was published by the H. B. Humphrey Company, of Boston. It was printed throughout by the offset process, both engravings and type, the work being done by the Providence Lithograph Company, of Providence, Rhode Island. The original drawings were made in crayon pencil and the reproductions were made in high-light half-tone. The book is beautifully bound in cloth, with a handsome cover-design stamped in gold.

"The Art of Giambattista Bodoni."

From Bertieri & Vanzetti, Milan, Italy, we have received a copy of "The Art of Giambattista Bodoni," written by Raffaello Bertieri, manager of *Il Risorgimento Grafico*. The publication of the book is timely, interest in the work of Bodoni having been quite keen for some time past. The text, which is very complete, is illustrated by a large number of reproductions of Bodoni's typography, as well as other interesting designs. The book consists of some two hundred pages, 9½ by 12½ inches in size, and is printed on hand-made paper and artistically bound in board covers.

"Selling Newspaper Space."

"Selling Newspaper Space," by Joseph E. Chasnof, is based upon a series of lectures delivered by the author before the students of advertising in the school of journalism at the University of Missouri, and the result of an investigation into some of the advertising problems of Missouri newspapers. It handles the advertising situation exhaustively from the standpoints of salesman and publisher and should prove a good seller.

It is published by The Ronald Press Company, New York, and sells for $1.50 postpaid. It may be purchased through The Inland Printer Company.

"The Making of a Newspaper Man."

In an interesting and entertaining way, Mr. Samuel G. Blythe, in his book "The Making of a Newspaper Man," relates his experiences in reporting for newspapers, covering a period of twenty-five years. In telling his blunders as well as successes he hopes to show his readers, especially the younger ones just starting into this work, how to prevent them. The book contains two hundred and thirty-nine pages of interesting reading-matter and should be read by young aspirants in the reporting field and will be found of great value to all connected with newspaper work.

The price is 60 cents postpaid and may be purchased through The Inland Printer Company.

"Scientific American Reference Book."

Munn & Co., publishers of *Scientific American*, have in the past published several books of reference and formulæ, but on account of receiving such a great number of inquiries from the reading public on a vast range of topics other than formulæ, the editors felt constrained to compile a still more comprehensive work. The first edition of the "Scientific American Reference Book" was issued in 1904 and met with great success, but in the fourth edition, just from the press, we find the most exhaustive compendium of statistical and scientific information brought together in one book.

From cover to cover, every page is full of informative, accurate statements concerning the things, inventions and processes that constitute the vital factors in our material and scientific progress. In the compilation of this invaluable work, the publishers have had the help and advice of many government officials. It contains six hundred and eight pages and one thousand illustrations, is substantially bound in cloth, and the cover carries a special design printed in three colors. The price of the "Scientific American Reference Book" is $1.50 postpaid and may be purchased through The Inland Printer Company.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.
ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BOOKS.

SIMPLEX TYPE COMPUTER, by J. L. Kelman. Tells instantly the number of picas or ems there are in any width, and the number of lines per inch in length of any type, from 5½ to 12 point. Gives accurately and quickly the number of ems contained in any size of composition, either by picas or square inches, in all the different sizes of body type, and the nearest approximate weight of metal per 1,000 ems, if set by linotype or monotype machine. Price, $1.50. THE INLAND PRINTER COMPANY, Chicago.

VEST-POCKET MANUAL OF PRINTING, a full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons; contains rules for punctuation and capitalization, style, marking proof, make-up of books, sizes of books, sizes of the untrimmed leaf, number of words in a square inch, diagrams of imposition and much other valuable information not always at hand when wanted; 50 cents. THE INLAND PRINTER COMPANY, Chicago.

"COST OF PRINTING," by F. W. Baltes, presents a system of accounting which has been in successful operation for many years, is suitable for large or small printing-offices, and is a safeguard against errors, omissions or losses; its use makes it absolutely certain that no work can pass through the office without being charged, and its actual cost in all details shown. 74 pages, 6¾ by 10 inches, cloth, $1.50. THE INLAND PRINTER COMPANY, Chicago.

TO LOVERS OF ART PRINTING.—A limited edition of 200 numbered copies of Gray's "Elegy Written in a County Churchyard," designed, hand-lettered and illuminated in water-colors by F. J. Trelise. Printed from plates on imported hand-made paper and durably and artistically bound. Price, boxed, $2 postpaid. THE INLAND PRINTER COMPANY, Chicago.

PRESSMAN'S GUIDE.—A handy vest-pocket companion for pressmen; 100 pages of almost indispensable information; leather, 3 by 3¼ inches; $1. THE INLAND PRINTER COMPANY.

BUSINESS OPPORTUNITIES.

OFFICIAL NOTICE.

In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1914, are invited.

Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. bldg., Omaha, Neb., and will be submitted at the first meeting in 1914 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited.

J. C. ROOT,
JOHN T. YATES,
Supply Committee, Sovereign Camp, Woodmen of the World.
Omaha, Neb., Nov. 1, 1913.

NEWSPAPER BARGAIN IN TEXAS—FOR SALE—Our entire plant invoicing about $12,000, consisting of Model 5 linotype, two cylinder presses, two jobbers, power cutter, wire-stitcher, folder, perforator, punch, etc., with an abundance of type and other material; no indebtedness or encumbrances; annual business, $12,000 gross; best weekly paper in the West; fine job trade drawing work from big territory; no competition in town or county; county and city printing; good town, with all modern utilities, schools and churches; will give full description of plant, county and town, and an itemized statement of business for past two years; write or come quick if you want a bargain; would reserve linotype if desired. WHIPKEY PRINTING CO., Colorado (Mitchell Co.), Texas.

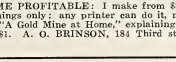
FOR SALE—Commercial job office; established 12 years; doing excellent business; has five jobbers, one pony cylinder and large wire-stitcher, all run by individual motors; everything in fine condition; no encumbrances; in town of 30,000; long lease on location; good reason given for selling; all correspondence answered. N 362.

MAKE YOUR SPARE TIME PROFITABLE: I make from $30 to $50 per month working evenings only; any printer can do it, no special ability required; my book "A Gold Mine at Home," explaining the plan insures success; sent for $1. A. O. BRINSON, 134 Third st., Wyandotte, Mich.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues

QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues

VISE GRIP

3-9

PARTNER WANTED — MACHINIST-OPERATOR to take charge mechaniacal end of best paying newspaper and job office in central Texas; good territory; growing business prevents owner from giving plant proper attention; half interest, $3,000; terms. PICAYUNE, Calvert, Texas.

GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & FABRIK INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

FOR SALE — Printing and stationery business; established 1897; capital $60,000; owners have other interests; will sell for $6,000 cash and $100 per week; no interest; growing western city of 50,000. Address R. W. F., 550 Transportation bldg., Chicago.

FOR SALE — On account of death, old-established printing-plant in San Francisco; splendid opportunity. S. W. CHARLES, University av., Palo Alto, Cal.

JOB PLANT for sale for half value, on account of sickness. H. PENICK, Astoria, Oregon.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

FOR SALE — One 10 by 15 inch and 8 by 12 inch Chandler & Price job presses; one 30-inch steel-die embossing press; one 34-inch Fuchs & Lang pebbling machine; one 14 by 18 inch Fuchs & Lang bronzing machine; one No. 00, 4-roller, 2-revolution Miehle, 39 by 55 inch bed; one No. 00000, 4-roller, 2-revolution Miehle, 42 by 64 inch bed; one Latham automatic numbering machine; one style 7 by 11 Singer sewing machine on 42-inch by 6-foot 6-inch table; one 30-inch wide Burton's rotary Peerless perforator; one 44 by 44 inch Holyoke paper-cutter; one 21 by 29 inch — 40 by 60 inch Brown folding machine; one No. 4 New Jersey wire-stitching machine with flat table; one No. 2 New Jersey wire-stitching machine with saddle table; one 25-inch wide power multiple Rosback punching machine; one 38 by 38 inch Seybold Twentieth Century cutter; one 3 by 6 inch to 12 by 18 inch Seybold Duplex paper-cutter; one 34 by 44 inch Fuchs & Lang cylinder bronzing machine; all these machines are in first-class condition. GREELEY PRINTERY, St. Louis, Mo.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

FOR SALE — Two-revolution presses — all sizes — all makes; now is the time to buy, when real bargains are available; no excuse for using the old worn-out press any longer — not if you can raise $50 to $100 to pay toward the initial payment of a good-as-new rebuilt press; no matter how far you are away, send for illustrated catalogue to-day. WM. L. PACKARD, Geneva, N. Y.

FOR SALE — Harris Automatic press, one color; feeds stock 4 by 6 to 16 by 20 inches; prints curved electrotype or stereotype form up to 14 by 17 or one or two type-forms each 5 by 8; speed, 6,500 impressions an hour; feeds stock heavier than Freeds do up to 5-point card board; shop No. 468 S-I-F; almost good as new; bargain; reason, have little work for it. Address ADVOCATE PRINTING CO., Newark, Ohio.

REBUILT — absolute guarantee — Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 29 by 30, front fly, cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper-cutters, 23 to 48 inch; wire-stitching, perforating, slitting, scoring, bronzing, punching machines; send for illustrated list. RICHARD PRESTON, 167 E. Oliver, Boston.

PRESS BARGAINS — WHITLOCK PRESS: 4-form rollers; table distribution; 39 by 42 bed; takes sheet 25 by 38; printed side up; all rollers interchangeable; used but little, as good as new; $800 takes it on floor; POTTER, Jr., 2-form rollers; fly, bed 21 by 27; takes sheet 19 by 24; $200 as it stands on floor; this press is in good condition, nothing broken or worn out. N 524.

FOR SALE — WHITLOCK pony cylinder press, Huber cylinder press, Brown & Carver 34-inch automatic paper-cutter, with motor, Standard 32-inch hand-clamp cutter, 3 perforating machines, A. Dewes Co., N. Y., make, 4 steam tables; some of above practically new, all in good condition. FRANK T. RAWLINGS, 1425 N. Y. ave., Washington, D. C.

REBUILT — Guaranteed satisfactory to purchaser — Huber four-roller, 46 by 60 bed, $1,100; 37 by 52 bed, $1,000; Campbell job and book presses, 41 by 60 bed, $700; 37 by 52 bed, $650; 34 by 50 bed, $500; f.o.b. New York. C. FRANK BOUGHTON, SUCCESSOR TO VAN ALLENS & BOUGHTON, 17-23 Rose st., New York city.

FOR SALE — 1 Dexter folder, nearly new; range of size 12 by 16 to 32 by 44 inches; automatic feeder attached; 1 Seybold cutter; 38-inch knife; cheap if taken at once. ATOZ PRINTING CO., 663 McCormick bldg., Chicago, Ill.

TWO SECONDHAND BARGAINS — 2 Perfecting 2-revolution presses — one 30 by 42 inch Cottrell, and one 42 by 62 inch, No. 0 Huber; both in good condition; will sell very cheap. GIBBS-BROWER CO., 261 Broadway, N. Y. city.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. THE ROYAL PRINT & LITHO., Ltd., Halifax, N. S., Canada.

FOR SALE — Harris Automatic press, size 15 by 19, two-color attachment and envelope feed, A-1 shape and running. For particulars and bargain price write A. W. McCLOY CO., Pittsburgh, Pa.

FOR SALE — Krause embossing press; inking and heating attachments; printing surface 7 by 8½; speed 900 to 1,200. Write MILWAUKEE GUMMED LABEL & SEAL CO., Milwaukee, Wis.

FOR SALE — One Harris Automatic machine, size 36 by 48, with sheet, bag and envelope attachments, in good running order; no reasonable offer refused. BECKER BROS., Butler, Pa.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPEWRITER COMPANY (est. 1903), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — 3 Williams web feeders for platen printing presses; were never in use and can be bought cheap. DIETZ MACHINE WORKS, 126 W. Fontaine st., Philadelphia, Pa.

FOR SALE — 10 by 15 Universal press, $100; Perfection stitcher, $50; 13 by 19 Universal; 32-inch paper-cutter; 37 by 52 Huber, 2-revolution. A. NICHOLS, Chill, N. Y.

LINOTYPES, 2 Model No. 3; excellent condition; each with two extra sets of matrices; liners and ejector-blades. EDDY-PRESS CORPORATION, Cumberland, Md.

FOR SALE, CHEAP — One 32 by 48 inch Emmerich & Vonderlehr bronzing machine, also a 36 by 48 inch Fuchs & Lang Century bronzing machine. M 518.

FOR SALE — Two Model 3 Canadian linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

FOR SALE — Cutting machine, 34-inch Jones "Overcut"; first-class condition. Address CINCINNATI LITHOGRAPHING CO., Cincinnati, Ohio.

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

FOR SALE — New No. 4, two-roller Miehle press, with motor and controller; in perfect condition; bargain to quick buyer. Address N 529.

FOR SALE — Seybold book-trimmer, double knife; cost $1,000, sell $600. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

BABCOCK PRESS, No. 43 Optimus, 3-roller, bed 28 by 41, matter 23 by 37, direct electrically driven, 3 years old; liberal terms. M 517.

LINOTYPES — 2 Model No. 1, good condition; each equipped with two sets of German matrices. THE ABENDPOST CO., Chicago, Ill.

FOR SALE — Type in good condition, 66⅔ per cent off list. C. W. F. CO., 2059 North Wood street, Chicago. Telephone, Monroe 3851.

LINOTYPE — Model 8, with three fonts of matrices; in use only one year. LANCASTER INTELLIGENCER, Lancaster, Pa.



MAKE MONEY

by attaching **NEW CENTURY FOUNTAINS** to your jobbers. The perfection of fountains. Will increase press output from 3,000 to 5,000 a day on steady runs.

No readjusting after washup or when changing impressions. One-screw ink feed. One-screw roller contact. Will not mark the print. Minimizes danger of offset by reason of uniform inking. Can be taken apart in a few seconds, with the fingers, without screw-driver or wrench. Will do the work of a long fountain without its disadvantages. It is a producer of RESULTS—*More Impressions* and *Better Work*. **For Chandler & Price, Challenge and all Gordon Presses.**

Get a descriptive circular from your dealer or send to us. **THE WAGNER MFG. CO., Scranton, Pa.**

FOR SALE — One Canadian linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

LINOTYPE — Model 1, with one magazine and one font of matrices. THE J. B. SAVAGE CO., Cleveland, Ohio.

LINOTYPES — 4 Model No. 3, with 22 fonts of matrices. THOS. P. HENRY LINOTYPING CO., Detroit, Mich.

FOR SALE CHEAP — All-size Scott rotary press in good condition. GREELEY PRINTERY, St. Louis, Mo.

LINOTYPE FOR SALE — Canadian Model 1. J. J. HARPELL, Board of Trade bldg., Montreal, Quebec.

LINOTYPE — Model No. 2, with 16 sets of matrices. THE CARGILL COMPANY, Grand Rapids, Mich.

THOMPSON TYPECASTER and accessories. E. W. STEPHENS PUBLISHING CO., Columbia, Mo.

LINOTYPE—Model 5, with one set of matrices. L'ACTION SOCIALE, Quebec, Que., Canada.

LINOTYPE — Model 5 with 2 magazines. JACKSON & BELL CO., Wilmington, N. C.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

TO LEARN EASE AND SPEED on the linotype, get Pickert's Linotype Charts; price 15 cents. Address THE DIAGRAM SCHOOL, 5437 S. Halsted st., Chicago, Ill.

HELP WANTED.

Compositors.

COMPOSITOR — A man of creative ability and excellent taste in the composition of fine catalogues, booklets and jobwork, can secure permanent position in the largest open shop located in the Ohio valley, by addressing N 526.

WANTED — Compositor having original ideas and ability to execute them; union; state age, wages, references. POSTOFFICE BOX 678, Troy, N. Y.

Engravers.

PHOTOENGRAVERS, wood engravers, artists, who want open-shop positions in best shops in country, write to EMPLOYING PHOTOENGRAVERS ASSOCIATION, 1202 Citizens bldg., Cleveland, Ohio.

Foremen.

FOREMAN OF JOB-PRINTING DEPARTMENT WANTED — Situation is open with a large publishing house for an experienced, high-class man to take charge of job-printing department, containing 10 jobbers, 4 flat-beds, some stitchers, cutters; all high-class work, including process and color jobs; write, stating age, references and experience. N 104.

WANTED — Working foreman for composing-room; high-grade catalogue and color work; steady position; salary, $25; location, central New York; state qualifications and full particulars in first letter. N 520.

FOREMAN for medium-sized printing department in Rochester, New York; steady employment; state references, experience and salary. N 527.

Miscellaneous.

WANTED — A practical printer with creative ideas as layout man; one skilled in the making of catalogues, booklets and high-grade jobwork; permanent connection for reliable man; references as to capability and habits expected; also state salary. Apply THE MORTIMER COMPANY, LIMITED, Ottawa, Canada.

Pressmen.

COLOR MAN FOR JOB PRESSROOM — *The chance you've been seeking* — Large house in eastern State offers a permanent position to the man sufficiently experienced to meet their need in the art of color mixing and in the running of the best classes of jobwork; the applicant must be one who *knows printing-inks and how to use them* and one who looks upon platen presswork as an art and craft worthy the best craftsman; convince them you are the man. N 522.

JOB PRESSMAN — Must be strictly high-class man, capable of producing the best color and half-tone work on Colt's Armory presses; must be able to control his feeders, and get the best results from them. N 249.

WANTED — A man who thoroughly understands Gordon Press work; steady employment to a good workman. CASTLE-PIERCE PRINTING CO., Oshkosh, Wisconsin.

Salesmen.

WANTED — Printing-ink salesman with experience and a good trade in Missouri, Arkansas, northern Texas, Oklahoma, Kansas and Nebraska; if applicant can not *prove* that he can sell printing-ink he need not apply. M 501.

WANTED — An experienced catalogue and commercial printing salesman with ability to suggest publicity and selling ideas; fine opportunity for advancement; give age, experience, references and salary expected. N 523.

SITUATIONS WANTED.

Bookbinders.

BINDERY FOREMAN with good executive ability, experienced in blank-book, loose-leaf, edition, commercial and job work, familiar with machinery, wants position. N 165.

Compositors.

COMPOSITOR — Thoroughly competent on commercial job, booklet, advertisement and general display work; very quick and talented worker; good character; age 25; union; kindly write full particulars. N 183.

Foremen.

COMPOSITOR OR FOREMAN — Specialty register work; catalogue and book work; make-up or imposition; 12 years' experience; union; 28 years old; references: M. T. Smith, King Press, Springfield, Mass.; J. W. Stickle, U. S. Wholesale Prt. Co., Hartford, Conn.; Chas. H. Shields, Blade Prt. & Paper Co., Toledo, Ohio; R. D. Smith, Ewell, Cooper Co., Brockton, Mass. Address ABBOT H. SMITH, Box 655, Hartford, Conn.

PRINTER — Young man, 33, as foreman or manager, in Southwest; understands everything in printing, office, stock, composition, presses, estimating; sober, reliable; references present employer. PRINTER, Box 335, Paducah, Ky.

PRINTER — Young man, 28, as working foreman, who thoroughly understands everything in printing, wants position in job or private shop; well experienced in office, composition, stock, presses; reliable. N 167.

Machinists and Operators.

LINO. OPERATOR, in other business for several years, wants to get back in machine-composition business; would join experienced, sober operator in installing machines in good location or would buy interest in paying plant. M 512.

Photographers.

PHOTOGRAPHER, with many years' experience in photolithography, commercial and photography in general, wishes to be engaged; small town preferred. N 525.

Pressmen.

FIRST-CLASS CYLINDER PRESSMAN tired of overtime seeks change; 7 years in last position; 35 years old; married, union; does not use liquor or tobacco; accustomed to handling high-grade work in black and color; character, ability and reliability references; steady position guaranteeing little or no overtime, and pleasant working and living conditions preferred to high wages. N 492.

PRESSROOM FOREMAN would like to secure position with reliable house; 15 years' experience; can execute all grades of presswork; correspondence solicited. N 528.

EXPERIENCED POWER-PRESSMAN and plate printer wishes to hear from a reliable concern who can offer a steady position; references furnished. N 506.

SITUATION WANTED by platen pressman; 11 years' experience; competent to handle 5 or 6 Gordons; references. FRANK HALASEK, 2219 So. 14th st., Omaha, Neb.

Proofreaders.

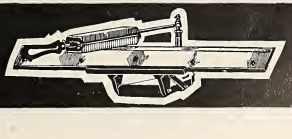
PROOFREADER, job, magazine; $20. C. Williams, Vinton Row, West Park, Ohio.

The Ries Knife Sharpener

WILL KEEP YOUR CUTTER KNIVES SHARP

Ask Your Jobber or send for Circular

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SUPERINTENDENT — Permanent position desired by an experienced man, thoroughly competent as a workman as well as an executive, who is now employed in similar capacity; familiar with cost system and estimating and competent to handle customers, either personally or by correspondence; would consider foremanship in good plant; no bad habits; best of references furnished; will go anywhere except Middle West; any straight business proposition considered and all letters answered. N 486.

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WANTED — Monotype outfit; one or two easters, two or three keyboards, and a sort caster with job and low quad molds, ingot caster, etc., for spot cash; rock-bottom price and full description and condition in letter. M 119.

WANTED — Linotype machines; need twelve machines at once; can use some of each model, prefer Models 3, 5 or 8; state reason for selling and general condition and equipment. M 120.

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NATIONAL STEEL & COPPER PLATE COMPANY, 452 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-14

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WILLIAMS-LLOYD MACHINERY COMPANY, offices and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-14

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-14

THE OSTRANDER-SEYMOUR CO., General Offices, Tribune bldg., Chicago. Eastern Office, 38 Park Row, New York. Send for catalogue. 1-14

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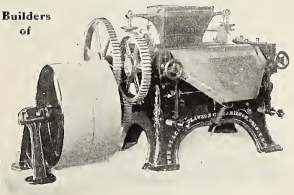
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Let us send sample and quote you prices.

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to know what each press in your plant is actually producing
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are accurate; durable; will not repeat or jump; all steel; no screws; easy to set; large figures. Equip your presses with them.

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not over or under measure. Be fair with your customer and yourself.

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are known for their accuracy. Easily and quickly attached.
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Proposals are invited for the printing and furnishing of our Official Publication for a term of Five (5) Years; also for the printing and furnishing of all other blanks and printed matter to be used by this society during the coming year; also for the furnishing of Lodge Regalia, Pins, etc., for the year 1914. Detailed information with specifications and conditions will be furnished on application. Bids will be opened in Feb., 1914.

SUPREME FOREST, WOODMEN CIRCLE

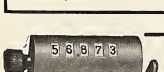
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GUARANTEED EQUAL TO NEW
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for all kinds of paper. A pound sent, express paid, on approval. Send on your paper and I will print Gold Ink on it to show you.
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Also all Supplies for Printing Form Letters.

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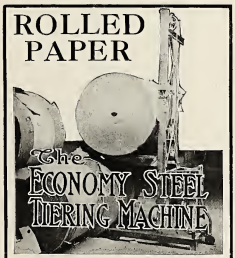
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This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

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Stamina. That's what ledger paper must have to withstand the continuous day-in and day-out handling by the bookkeepers. Ledger paper in most every form has a rough road to travel, and if it is to survive and give utmost satisfaction to the user, it must be *made* right; and paper that's made right can not hide its quality.

AMERICAN LINEN RECORD is made in the best known way, of the purest materials. It's a paper that will stand up under the severest usage, and because of its permanency is strongly recommended for important records and legal forms.

Printers are urged to make a thorough test of this paper, and samples for this purpose will be sent on request.

Use AMERICAN LINEN RECORD in your orders requiring ledger paper that will give perfect service. Every sheet is water-marked. Stock is carried by leading jobbers in most localities.

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Pressman's Tools



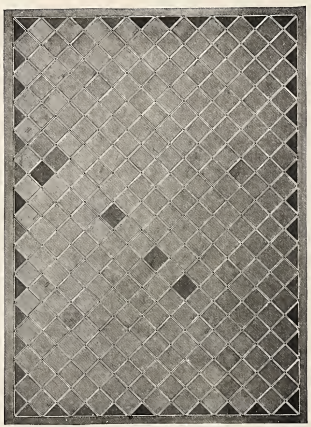
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If you are not a user of Golding Jobbers you have thought about it—and you have in mind some questions you would ask about its construction, its features for quality and quantity of production and its adaptability for your growing requirements for plant efficiency.

We have anticipated your question, and in this Catechism we have listed your questions and the answers, so that all information about the Improved Golding Jobber is given in a concise form for your complete understanding.

The Catechism has been prepared for you. Please request it.

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GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

The Folder Without a Fault

—and that's saying a great deal, but test and service tells the tale.

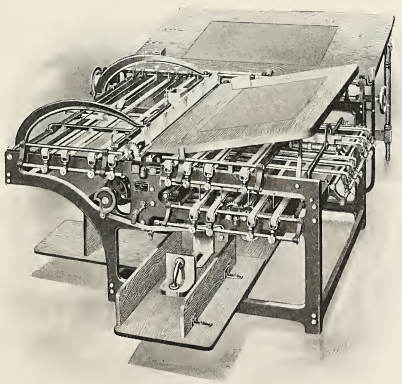
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means complete satisfaction.

Write for catalogue and prices



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A New Way to Make Envelopes Pay!



ENVELOPES *do* pay—if properly handled. You do the part you are best equipped to do; depend on us for economical layouts, cutting and handling of paper stock and producing perfect envelopes which make for other profitable printing from the customer.

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Beginning January 1914, we put into operation a *new* plan of envelope advertising that is bound to bring the big buyers right to your door. It is a plan for *your* benefit, bringing the customers direct to you—not to us. So big, comprehensive and interesting is the plan—and so profitable—that you should write for full information *today*.

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Independent Makers of Guaranteed "Sure-Stick" Envelopes for Printers and Lithographers.

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We protect the Trade.

Are You Alive

To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States

GUARANTEED
FLAT FLAT
GUMMED PAPER

Appears Only on "IDEAL" Brands

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

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We can take your rough copy, blue prints, white prints, pencil sketches and reference letters, outlines, descriptive matter can be written on copy with pencil, and we, with our force of skilled engravers, work up the plate to perfection, giving you all the nicety of detail which is necessary in this class of work. Write for Specimen Book of Poates Wax Engraving Superiority.

Yours for SERVICE,

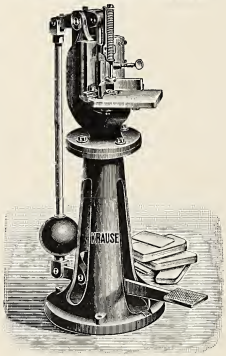
L. L. Poates Engraving Co.

22-24 North William Street
New York City

¶ For the history of the Wax Process of Engraving and reproduction of the first plate made by this Process, we call your attention to the December "AMERICAN PRINTER."

"KRAUSE" Round-Cornering Machines

For Power, Treadle, Hand; Shear Cut
Always Sharp, Always in Stock

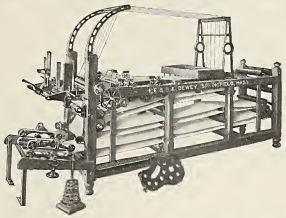


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Sole American Agents:

H. HINZE MACHINERY CO., Tribune Bldg. **New York**

This Wonderful Automatic
CARD MACHINE



The minute you watch its action, speed, quantity and quality of output—it sells itself without argument.

This machine is for ruling index cards—both Striking and Feint-Lining. Unlimited speed. Think of it—40,000 cards per hour—automatic feed, perfect work.

This machine is made for other work around the bindery.

Best get detailed particulars, prices, etc., before you buy any other.

F. E. AND B. A. DEWEY
SPRINGFIELD, MASS.

"Motor Drive for Printing Machinery"

If you are interested in the revolution electric power is effecting in the printing trade, you should read a copy of this interesting little illustrated booklet.

A copy is yours for the asking.

Crocker-Wheeler Company
Ampere, N. J.

New I.T.U. Course Series

LESSONS IN RUDIMENTARY ENGLISH AND ELEMENTAL TYPOGRAPHY

THIS series is designed to aid those who have difficulty with capitalization and punctuation. The lessons are on the following subjects:

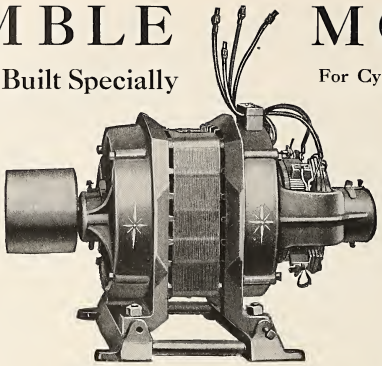
Lessons 1 to 3—Punctuation.
Lesson 4—Use of capital letters.
Lesson 5—Proofreaders' marks and their meanings.
Lesson 6—Type-faces and their use.
Lesson 7—The question of spacing.
Lesson 8—The use of decoration in typography.
Lesson 9—The question of display.

This series may be taken in preference to the nine lessons on hand-lettering at the regular rate, including rebate given by the International Typographical Union. It may also be taken alone, the price being $10. When taken in addition to the full course it is sold for $8, which is the price charged graduates of the I. T. U. Course.

THE I. T. U. COMMISSION 632 SHERMAN STREET, CHICAGO

KIMBLE MOTORS

Built Specially **For Cylinder Presses**



Single-Phase
Variable-Speed
Alternating-Current
With the
Unique
Auto-Transformer
Controller

Pay Monthly Dividends of At Least 10% to Printers in Alternating-Current Districts

The Kimble utilizes electricity as it should be utilized in the printing-room.

It reduces operating cost in direct proportion to every reduction in press *speed*.

It will operate a press *smoothly* at as low as one-quarter maximum speed—and do it at one-quarter the cost of operating the press at maximum.

The tremendous economy thus made possible is readily understood when you consider that ordinary alternating-current motors consume as much current at 50, 60 or any other per cent of maximum speed as they do at maximum.

Average press speed is about 60% of maximum and the Kimble saves you the other 40% of power which ordinary motors consume.

Kimble Motors are cheaper in their ultimate economy than any other form of power for printing-presses.

Send for the Red Catalog

The information which it gives regarding the power end of printing-plants you will find to be decidedly worth while.

And the facts which it tells about the Kimble will point you the way to most economical press operation. You'll soon be banking the 10% monthly dividends.

Write to-day.

Kimble Electric Company

635 North Western Avenue
Chicago

KIMBLE MOTORS

KIMBLE MOTORS



THE PEERLESS CARBON BLACK COMPANY

Do Not Be Blinded by the Bandage of Past Performance

PROGRESSIVE PRINTING-INK MAKERS should be ready to meet the new conditions and developments in printing, brought about by fast-running presses and the necessity for quick-drying inks that require no slip-sheeting.

A PRINTING-INK MAKER who has not used PEERLESS in making inks for fast-running presses, or quick-drying inks requiring no slip-sheeting, does not know all the wonder-working qualities of PEERLESS BLACK.

JUSTICE may be blindfolded, but active-minded men should have their eyes open. We give you an inkling to make ink for special customers using PEERLESS BLACK. This will insure a satisfactory ink and obtain for you orders and reorders.

THE PEERLESS CARBON BLACK CO., Pittsburgh, U. S. A.
BINNEY & SMITH CO., *Sole Selling Agents*, 81-83 Fulton St., New York City

BRANCH OFFICES IN EUROPE: 63 Farringdon Street, London, E. C. Kaufmannshaus, 179 Hamburg. 90 Rue Amelot, Paris

Ocular Demonstration Convinces and MAKES SALES

BY HARRY A. COCHRANE

It is agreed by the builders of automobiles that it is essential to their sales that their machines be inspected by possible buyers. In consequence, the automobile shows have grown to tremendous size and their patronage by buyers is greater each succeeding year.

The same will be true of the Printing, Lithographing and Allied Trades Exposition, which has now become a feature of the trade. The exhibitors at the 1913 Exposition, at the Grand Central Palace, New York, were pleased with the results. We print herewith a letter from one press builder which should engage the attention of those who want direct results.

THE AUTOPRESS COMPANY

High-Speed Automatic Printing Presses, 95 Madison Avenue, New York

May 20, 1913.

In behalf of The Autopress Company, I want to say that the recent National Printing Exposition, held in New York City, April 19-26, was a splendid success. No other Convention or Exposition ever produced as much business for us.

Practically all completed Model A Autopresses at our factory were sold out during Exposition Week and the output of our new models, C, 13 x 19, and CC, 14 x 20, exhibited at the Exposition for the first time, was sold out entirely, so that we are now taking orders therefor only for delivery after August 15. We feel sure this *world's fair for the printing world* must have benefited every exhibitor and visitor.

Very truly yours,

THE AUTOPRESS COMPANY,

MORRIS D. KOPPLE, *President.*

Aside from the opportunity to become acquainted with the employing printers and lithographers which the Exposition affords, it is a fact that there is nothing like an OCULAR DEMONSTRATION to convince a possible buyer that a machine will do the work he wants done and as speedily as he requires. There is a natural spirit of conservatism in the minds of the average printer, or, for that matter, any manufacturer, and he has to SEE a new thing which he is unfamiliar with BEFORE he will invest his money in it.

The same is true of supplies, especially paper. Showings of printing and lithographing results on a paper manufacturer's or distributor's product is more convincing than any other means of interesting the printer, and this Exposition will have a PAPER PRODUCT SHOWING which will be the greatest ever brought together.

In inks and other supplies there is also an opportunity to show results in the printed and lithographed product, and to get in touch with many possible customers who are there in the investigating frame of mind.

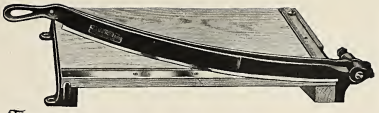
The 1914 Printing, Lithographing and Allied Trades Exposition will undoubtedly attract more PRINTERS, MORE BUYERS OF PRINTING AND LITHOGRAPHY and more representatives of firms SELLING TO PRINTERS AND LITHOGRAPHERS than any other heretofore held in America, and it is preëminently the place where money can be expended to the BEST ADVANTAGE to show a machine or product.

To Supply Men and Manufacturers

As the space for this Exposition is being sold rapidly, selections should be made at once to secure preferred positions.

Address NATIONAL PRINTING, LITHOGRAPHING and ALLIED TRADES EXPOSITION

HARRY A. COCHRANE, President, 200 Fifth Ave., NEW YORK CITY, 'Phone Gramercy 724



The
Springfield

THIS PRACTICAL MACHINE IS
ANOTHER OF THE POPULAR

BRADLEY CARD CUTTERS

fo. general use in the print-shop. The Springfield Cutter is big and strong, with 24-inch blade, adjustable joint, reinforced cutting table and of best quality throughout. It cuts a sheet of tissue or the heaviest card easily and accurately.

Price $18.00

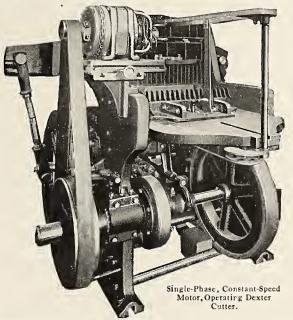
Ask your dealer for circulars and prices on other styles and sizes—from $10.00 to $30.00.

Milton Bradley Company
Springfield, Massachusetts

SPRAGUE Alternating Current MOTORS

Meet every requirement of printing machinery drive.

All former objection to A. C. operation has been successfully overcome in Sprague Motors.



Single-Phase, Constant-Speed Motor, Operating Dexter Cutter.

The basis of our sales is a guarantee of successful operation of the driven machine.

Ask for Descriptive Pamphlet No. 2454

Sprague Electric Works
Of General Electric Company
Main office: 527-531 W. 34th St., New York, N. Y.
Branch offices in principal cities

FAULTLESS—For a Purpose

"FAULTLESS" coated book is made to fill the demand for a thoroughly uniform paper—a *quality* any printer can recommend to his customer and look him squarely in the eye. It is *distinctive* because it has the body-vigor and richness of coating and surface—not the kind that will "peel" or "pick," but maintains that glossy, non-fading surface that the printers' customers have been looking for—lo, these many years.

Let Us Make Up a Dummy For You

A liberal sample put up in dummy form will easily prove and convince your customer; therefore you have the job practically landed—half the battle is fought when the question of paper is decided upon. It makes the customer feel easy and certain that his job is going to be properly produced.

This Paper Mill Produces Other Products

Many papers for all special purposes at the right price. Scan over our specials, then get in touch with your nearest jobber, who will gladly supply specimens, printed or plain samples, prices, etc., on application.

HIGH-GRADE ENAMEL BOOK, FOR COLORWORK
LITHOGRAPH LABEL PAPER
SPECIAL COATED LABEL PAPER FOR FOOD PRODUCTS (No Odor)
WATERPROOF LABEL PAPER

COATED MUSIC PAPERS
MACHINE FINISH MUSIC PAPERS
SUPER AND M. F. BOOK PAPERS
MIMEO PAPERS
LAID FLATS, AND CATALOGUE PAPERS

WATERVLIET PAPER CO., Watervliet, Mich.

"If I Had Only Known,"

Says a prominent printer, "the merits of your celebrated half-tone blacks, it would have placed me in a position to capture a big catalogue order. I could not meet competition with the paper submitted, and not knowing what your inks would do for me."

The above statement simply "hints" at the general condition of printers.

If the printer will *carefully test* a try-out order of our

PIERCE HALF-TONE BLACK, 50c per lb.
EGYPTIAN HALF-TONE BLACK, 65c per lb.
PEERLESS HALF-TONE BLACK, 75c per lb.

he will use no other blacks.

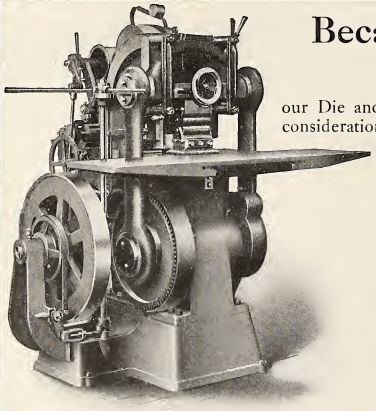
When the printer lands a job he can feel certain that he will deliver perfect work in accordance with contract.

These half-tone inks will solve all your ink troubles.

Our new catalogue is worth your inspection. Send for it, get acquainted with inks of quality sold at the right price.

DUNN INK WORKS

1543-1551 Niagara Street, Buffalo, N. Y.



Because of Its Many Advantages

our Die and Plate Press is meeting with universal consideration and installation by the discriminating Printer and Stationer. There is a reason why

The Modern Die and Plate Press

is making good. It answers the call of to-day and proves a satisfactory press as well as productive investment.

It inks, wipes, polishes and prints at one operation from a die or plate 5 x 9 inches, at the speed of 1,500 impressions per hour.

Will emboss center of a sheet 18 x 27 inches.

We manufacture two smaller sizes of press, also hand stamping and copperplate presses.

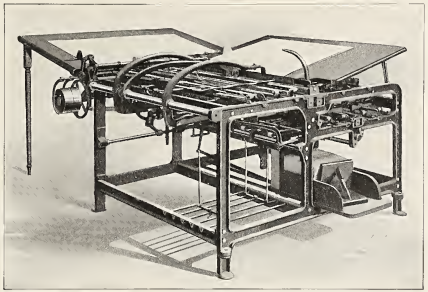
Modern Die & Plate Press Manufacturing Co., Belleville, Ill.

New York Office: Morton Building, 116 Nassau Street

This Folding Machine Has *Proved* Its Merit

Nothing would please us better than for YOU, Mr. Newspaper Publisher, to compare the construction and operation of the ECLIPSE Hand-Feed Newspaper Folder with all other machines made. The cost of the Eclipse is remarkably low, *but make the comparison on quality*—on the features that insure accuracy, reliability, time and labor saving, and *continued* efficiency. Such a comparison would be good for *you*—and for us.

Thirty years' record as the standard hand-feed newspaper folder is the reputation behind the Eclipse. What better proof can you require of its superiority? What other assurance of *predetermined* satisfaction is possible?



The Eclipse

One-Piece Combination Cam, Spring Tension Tape Stands, Friction Feed Paster, Spring Journal Boxes and Automatic Gripper Straightener are some Eclipse features—notwithstanding its low price. And there are many others.

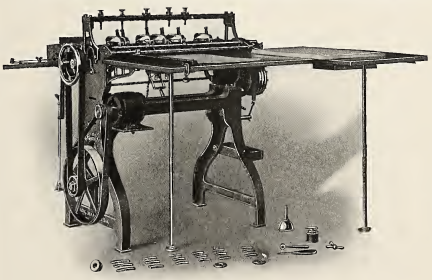
Ask your jobber about the Eclipse. And write for a copy of our latest catalog.

The Eclipse
Folding Machine Company
Sidney, Ohio

The Perforator That Leaves No Burr

Before you buy a perforator, you owe it to yourself to investigate *carefully* all our claims for our perforator.

This machine was built to overcome objections found in other perforators; therefore a satisfactory perforator must embrace all new features of the hour.



The National Rotary Perforating Machine

can be had with or without crimping, scoring attachment. Its operation is perfect, rapid, leaving no burr—the sheet is slit and no part of the paper cut out. Printing can be done as well after the perforation as before.

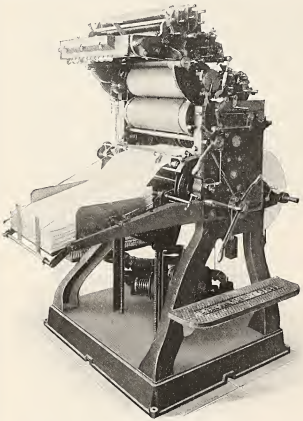
Manufactured in various sizes to suit individual requirements.

Ask for specimens of work, catalogue and particulars regarding installation

NATIONAL PRINTING MACHINERY CO., Inc.
Head Office and Factory: ATHOL, MASS.

"A Profitable Proposition for the Owner"

This remark was made at our booth, while exhibiting at the Toledo Printers' Machinery Exposition, by a printer owning a number of lithograph and offset presses, after his thorough examination of our Bigelow Offset Press.



THE BIGELOW OFFSET PRESS

is revolutionizing the field of offset printing because of its many superb and highly advanced mechanical ideas over any other offset on the market to-day.

It is simple in construction—every part get-at-able at any angle or any side by the operator. The press requires small floor space, uses small motor power—hence economical in operation, is absolutely foolproof, and is constructed along lines of scientific knowledge of what the offset field requires to-day.

It is built substantially throughout—the builders having in mind the necessity of constructing a press that will run satisfactorily every hour in the day, producing a uniform product at a regular speed.

THE BIGELOW OFFSET PRESS prints and delivers a folio sheet 17 x 22, will print four letter-heads on 8½ x 11, at a speed of from 6,000 to 10,000 impressions per hour. This number of impressions per hour we are pleased to demonstrate and prove to the most skeptical prospective buyer.

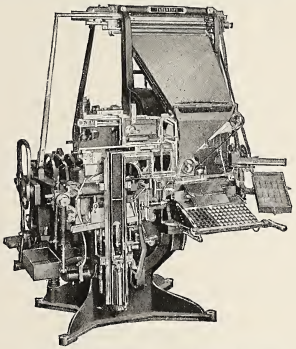
The press is equipped with micrometer adjustment on the cutting shear and automatic registering device for the paper. The device is so accurate that the cut sheets may be run through any sheet-fed press for printing any other colors or on the back. The presses are built with web feed and automatically stop for holes, torn edges and ends. When the press is stopped automatically the form rolls are automatically lifted from the plate. The press delivers cut sheets, printed side up, 22 inches long, on 17 x 22 size. The design of this press is such that all control levers can be reached by the operator easily and without moving from his natural position in front of the press. The press requires but one man to operate and uses but one horse-power. The main bearings are all ball-bearings, oil-retaining, dust-excluding.

BIGELOW PRESS SALES CORPORATION

436 BRISBANE BUILDING, BUFFALO, N. Y.

Modernize Your Linotypes With INTERTYPE Improvements

Send for our illustrated booklet, "INTERTYPE Improvements for Modernizing Linotype Machines." It describes several appliances designed to increase the quantity and quality of your Linotype product.



THE ACME OF HIGH QUALITY

BUY INTERTYPES

—then you get ALL our improvements, including more than fifty which can be used on no other machine.

"INTERTYPE" MEANS "QUALITY"

AND IT STANDS FOR

REASONABLE PRICES AND EFFICIENT SERVICE

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

CHICAGO: Rand-McNally Building SAN FRANCISCO: 86 Third Street NEW ORLEANS: 316 Carondelet Street

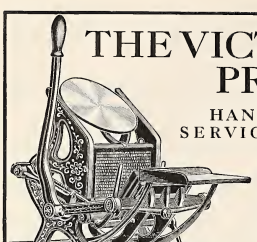
CANADA: Miller & Richard BUENOS AYRES: Bromberg & Co. AUSTRALASIA: Alex. Cowan & Sons, Ltd.

NORWAY and SWEDEN: Aktiebolaget Gumaelius & Komp.

FACTORY: FOOT OF MONTAGUE STREET, BROOKLYN, N. Y.

THE VICTOR PRESS

HANDY AND SERVICEABLE



It Will Pay Our Printer Friends to put in this little hand press for small work. Many a job can be got to press and worked off on the VICTOR in less time than is required to MAKE READY alone on your large presses. Exactly the thing to do small runs of cards, labels, envelopes, badges, dates, etc.

A MONEY-SAVER

Every printer knows that hundreds of such jobs arise and sometimes must be refused because it don't pay to put them on the regular presses. Here comes in the VICTOR, simple and ever ready, which even the boy of the office can manage, and earns the nimble sixpence which might otherwise be lost. Takes almost no room, say two feet space on any bench, yet works equal to your BEST presses.

PRICE, $30 ONLY CHASE, 6 x 9 INCHES

Including Chase, Wrench, and Rollers Cast Complete

The Victor Press is the invention of an old printer. It has been made and sold many years. It is a strong press, has powerful action, perfect ink distribution and reliable grippers. Quick regulation of impression. Easy and rapid in action and from *either* side *the lever is changeable*. The speed is from 600 to 1200 per hour. The adjustments are so perfect that a single line card or a full form may be done equally well. Every machine is fully WARRANTED.

Manufactured by THE KELSEY PRESS CO.

Correspondence Solicited Meriden, Connecticut

Here's the Acid Test

Of what the Hake Perfection Gripper will do

Note copy of letter from the Cole Lithographing Co., signed by President Cole, dated April 5, addressed to our Chicago Sales Company, as follows:

"On your recommendation we installed one of your 'Hake Perfection Gripper,' and after trial we were so much pleased with it that we have purchased enough more of the same attachment to equip our plant. It does all that you claim for it, and in our case has saved its cost frequently in less than a week.

"We have only words of praise for this invention, and to any printer who carries a heavy body of color on platen press we can heartily recommend it as an ideal attachment to assist him in preventing his paper from sticking to the form.

"If we had more presses we would order more of them. "Yours very truly,

"COLE LITHOGRAPHING CO.,

"F. W. Cole, Pres."

There's economy in attaching the "Hake Perfection Gripper" to every job-press in your plant. It is the ONE Gripper that has solved the gripping problem completely. It prevents all slurring. It is *the great time-saver*.

Built like a machine **Best steel construction**

Durable and reliable. Nickel-plated.
Made for all sizes and makes of platens.

AMERICAN PRINTERS APPLIANCE CO., Mfrs.
MILWAUKEE, WIS.

Chicago Agency: CHAMPLIN MFG. & SALES CO., 343 Dearborn St.

OUR CHRISTMAS PRESENT *to the* TRADE

"THE ACORN"

A Magazine of Great Interest to Every Printer—Sent Free

The first issue of "The Acorn" is being mailed as The Inland Printer goes to press. It is full of live matter—*it is not a sample-book*—it covers a field which has never been covered before.

The November Issue Is Worth Sending For

You will be interested in

"The Personal Side of the Toledo Exposition."
"How Acorn Brands Are Made."
"Net List or Long List."
"Competition of Price or Ideas."
"What the Letter-head Means to Modern Business."

These are just a few of the mighty interesting articles. If you are a printer and would like to be on the mailing list, send your name to-day—the Christmas issue will be of great interest to *you*.

CHICAGO PAPER COMPANY FIFTH AVE. and POLK ST., CHICAGO, ILL.

EDITOR "THE ACORN"

"Get the Most for Your Money"



At the same time realize the best value in constructed parts, as well as the most practical method of handling goods, by the purchase of a

National Chapman Elevating Truck

There is no argument necessary to convince, that elevating trucks will save you 50% of the time now consumed in handling paper stock. They will also save floor space and prevent damage to finished stock by rehandling. In "efficiency plants" everywhere, elevating trucks are replacing old-style trucks.

Simple in operation, it being only necessary to pull handle forward quickly to raise the load, which is stationed on an inexpensive wooden platform. By merely pressing the foot lever, and at the same time raising the handle slightly with the left hand, the load is assisted in its downward movement without jar, bump or damage to goods, floor or truck. One truck and sixty wooden platforms can easily substitute forty old-style wooden platform trucks. Two wheels in front give the "National Chapman" all advantages of a four-wheel truck.

In order to prove the many quality-telling points of the "National Chapman" we invite competition with other makes of Elevating Trucks.

Our Model No. 1 sells for $60.00. Eight other models at correspondingly low prices, as well as special models to meet special requirements.

Send for Elevating Truck Catalog, and money-back guarantee.



National Counting Machines

are another labor-saving device that is being adopted by many of the leading printers and paper-houses. It enables you to get the count of a number of sheets or a number of pieces far more rapidly and accurately than counting by hand or by schedule.

Ask for Counting Machine Catalog, if interested, and let us solve your counting problem.

National Scale Co. 12 Montgomery Street Chicopee Falls, Mass.



We want you to have a copy of our 1914 Memo Book. Won't you write for it on your business letter-head—now?

THIS useful pocket Memo is made of Brown's Linen Ledger Paper.

We want you to examine its clear, sharp ruling qualities.

We want you to learn the fine writing and erasing qualities of this famous paper.

We want you to try its great strength, and to note its bright, clear color.

Brown's Linen Ledger Paper

Brown's Linen Ledger never grows yellow with age, and stands hardest usage without sign of wear. It makes up into books that open flat and smooth on the desk—that please your customers with their fine appearance and remarkable lasting qualities.

These are reasons why it pays to recommend the use of Brown's Linen Ledger Paper to particular customers.

Brown's Linen Ledger is made with or without our flexible Invisible Hinge. *Write us for Sample-books.*

We also make all Linen and Bond Paper of the better grade.

L. L. Brown Paper Co.

Est. 1859. ADAMS, MASS., U. S. A.

FACSIMILE OF WATER-MARK
L.L. BROWN LINEN PAPER CO. LEDGER



A Modern Scientific Pressroom Device

¶ Three successive seasons of unparalleled success have established the reputation of the *Thompson Static Neutralizer* in removing static electricity from printing-paper. The testimony of some of the largest printers and publishers is that The Thompson works better than any device heretofore used—and the cost is but a fraction of the price charged for others.

¶ It costs nothing to operate—uses no current and needs no costly repairs. Just "works like a charm," as one delighted pressman declared.

¶ Thirty days' trial if you are skeptical. Write today for literature.

Thompson Static Neutralizer

1645 Old Colony Bldg., Chicago

Will You Convince Yourself by Actual Test?

Find Out by Experience How

Clark Transfer TRUCKS

speed your production and lower your costs. Write for particulars of our trial offer, addressing Dept. C.

Ask about our *Rolling Lift, one* of the *several* reasons why our truck lifts loads easiest of any elevating truck on the market. Friction reduced to the minimum. *No lost motions.* Just a "twist of the wrist."

Write for Bulletin L-2.



The George P. Clark Co.

Department C

Windsor Locks, Conn.

NEW YORK OFFICE: 13-21 Park Row

The Best Special Works for Lithographers, Etc.

ARE THE

ALBUM LITHO—26 parts in stock, 20 plates in black and color, **$1.50** each part.

AMERICAN COMMERCIAL SPECIMENS—three series, 24 plates in color, **$3.50** each series.

TREASURE OF GRAPHIC ARTS—24 folio plates in color, **$4.50.**

TREASURE OF LABELS—*the newest of labels*—15 plates in color, **$3.00.**

"FIGURE STUDIES"—by Ferd Wüst—second series, 24 plates, **$3.00.**

AND THE

FREIE KÜNSTE

—SEMI-MONTHLY PUBLICATION—

This Journal is *the best Technical Book for Printers, Lithographers and all Kindred Trades.* Artistic supplements. Yearly subscription, **$3.00,** post free; sample copy, **25 cents.**

PUBLISHED BY

JOSEF HEIM - - - - - - - Vienna VI./i Austria

A National Training School for Printing Salesmen

Sales Training

A Correspondence Course Endorsed and Recommended by the Nashville Typothetae

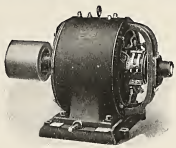
The course covers the fundamentals necessary to equip a printer with an intelligent *selling service* for the printing factory.

Full information, terms, etc., on request

Address EDWARD P. MICKEL, *Secretary*

60-61 Noel Block, Nashville, Tennessee

Triumph Motors



These motors, on account of their rugged construction and durability, are prime favorites with printers. For fifteen years we have specialized on the electrical equipment of printing-presses, and are consequently able to recommend the right motor for the right purpose at the right price, to the everlasting satisfaction of our customers.

Try us on your next order

The Triumph Electric Co.
CINCINNATI, OHIO

Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

Send for sample copy if you do not know INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—and be convinced of its high character.

Inland Stationer
Business Equipment Journal
632 Sherman Street, Chicago

JUST PUBLISHED

The Unquestioned Authority In the Best Publishing Houses

FUNK & WAGNALLS'

New Standard Dictionary

A NEW CREATION FROM COVER TO COVER

The Only Dictionary that gives the spelling, the pronunciation, the meaning and source of 450,000 terms—nearly 50,000 more than any other dictionary.

The Only Dictionary the vocabulary of which is arranged in one alphabetical order—no Supplement, Addenda, or other confusing arrangement.

The Only Dictionary that gives the common, present-day meaning of a word *first*—where it should be—the obsolete meaning last.

The Only Dictionary that gives 7,500 separate lists of Synonyms; the only dictionary that gives Antonyms.

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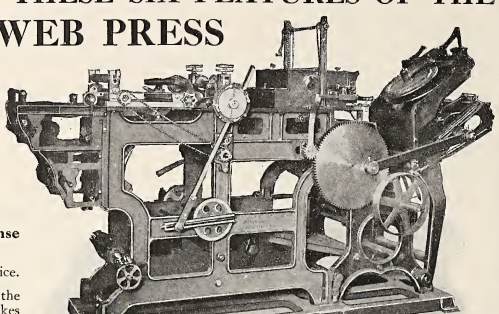
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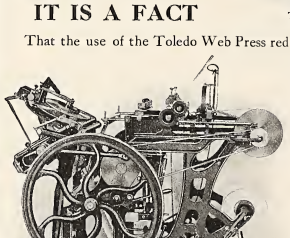
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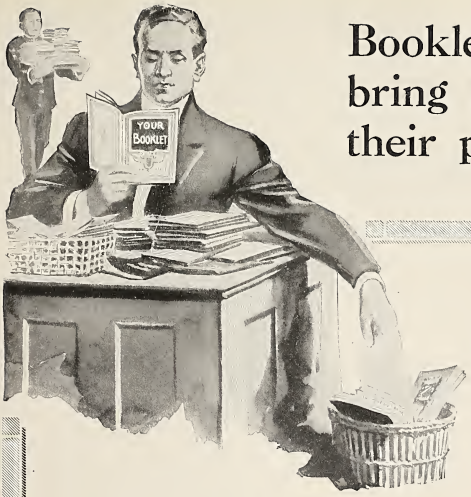
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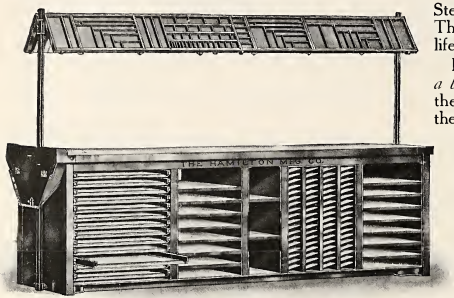
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One section with four tiers of shelves for single-column galleys. Each shelf has a Bessemer steel rod reinforcement, also bead on lower edge to keep galley away from the side wall, thus preventing pi and damage to type.

One section of reinforced flat steel shelves for galleys.

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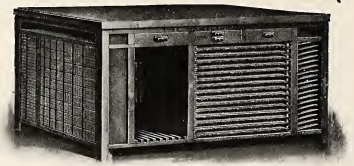
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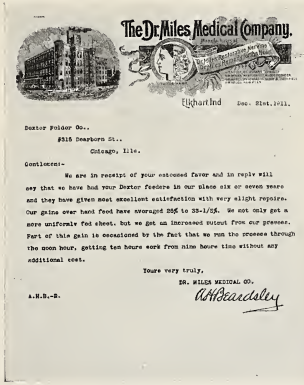
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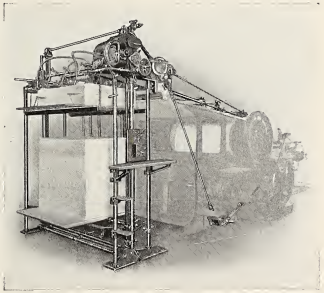
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MILWAUKEE
133-135 Michigan Street

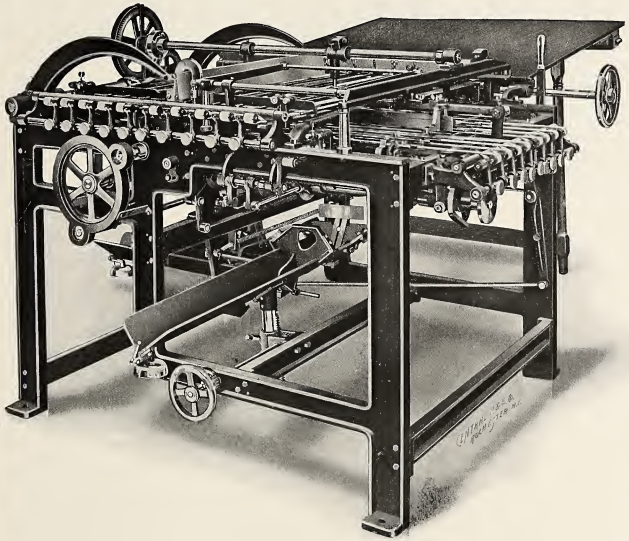
MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

COLUMBUS
307 Mt. Vernon Avenue

No. 133
Book and Catalog Folder

Write for Details



MADE BY

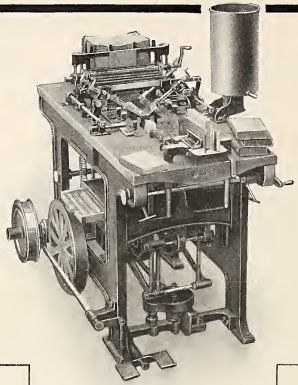
Brown Folding Machine Company

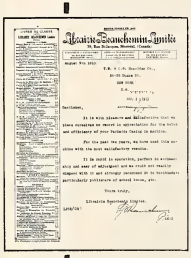
Erie, Pa.

NEW YORK, 38 Park Row
ATLANTA, GA., J. H. Schroeter & Bro.

CHICAGO, 343 South Dearborn St.
DALLAS, TEXAS, 1102 Commerce St.

PARKSIDE CASING-IN MACHINE





Manufacturers of
Blank Bookkeeping Books
T. W. Sheridan Co., Boston, Mass.

Boston, Mass. 1912

T. W. & C. B. Sheridan Co.,
89-93 Duane St.
NEW YORK.
U.S.A.

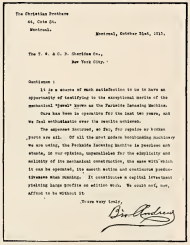
Gentlemen,

It is with pleasure and satisfaction that we place ourselves on record in appreciation for the value and efficiency of your Parkside Casing-in machine.

For the past two years, we have used this machine with the most satisfactory results.

It is small in appearance, perfect in automatic action and ease of adjustment and we could not readily dispense with it and strongly recommend it to bookbinders particularly printers of ruled forms, etc.

Yours truly,
Librairie Spectateur Limitee.
Jos. Lalonde



The Christian Brothers
46, Cote St.
Montreal.

Montreal, October 31st, 1912.

The T. W. & C. B. Sheridan Co.,
New York City.

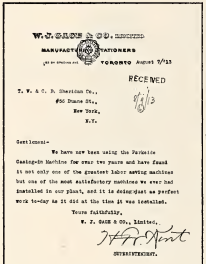
Gentlemen:

It is a source of much satisfaction to us to have an opportunity of testifying to the exceptional merits of the mechanical "Parkside" Books on the Parkside Sewing Machine.

These have been in operation for the last two years, and we feel enthusiastic over the results obtained.

The sewdown borrowed, as they, for capable or better parts was all. Of all the most modern bookbinding machines we are using, the Parkside Sewing Machine is peerless and stands, in our opinion, unrivalled for the simplicity and solidity of its mechanical construction, the ease with which it can be operated, the smooth action and continuous precision when running. It constitutes a capital investment yielding large profits on written work. We could not, nor, without it to without it.

Yours very truly,
Bro. Andrew



W. J. GAGE & CO., LIMITED.
MANUFACTURING STATIONERS
TORONTO August 7/13

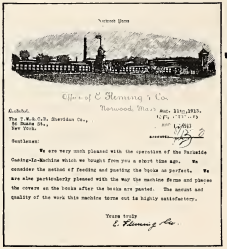
RECEIVED

T. W. & C. B. Sheridan Co.,
#56 Duane St.,
New York,
N.Y.

Gentlemen:-

We have now been using the Parkside Casing-in Machine for over two years and have found it not only one of the greatest labor saving machines but one of the most satisfactory machines we ever had installed in our plant, and it is doing just as perfect work to-day as it did at the time it was installed.

Yours faithfully,
W. J. GAGE & CO., Limited.
SUPERINTENDENT.



Norwood Mass

Office of E. Fleming & Co.
Norwood, Mass.

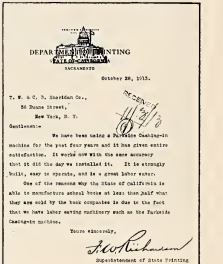
Boston, Mass. Nov. 13th, 1913.

The T. W. & C. B. Sheridan Co.,
89 Duane St.,
New York.

Gentlemen:

We are very much pleased with the operation of the Parkside Casing-In-Machine which we bought from you a short time ago. We consider the method of feeding and pasting the backs as perfect. We are also particularly pleased with the way the machine forms and places the covers on the books after the backs are pasted. The amount and quality of the work this machine turns out is highly satisfactory.

Yours truly
E. Fleming & Co.



DEPARTMENT OF PRINTING
STATE OF CALIFORNIA
SACRAMENTO

October 28, 1913.

T. W. & C. B. Sheridan Co.,
56 Duane Street,
New York, N. Y.

Gentlemen:-

We have been using a No.Eight Parkside machine for the past four years and it has given entire satisfaction. It works now with the same accuracy that it did the day we installed it. It is strongly built, easy to operate, and is a great labor saver.

One of the reasons why the State of California is able to manufacture school books at less than half what they are sold by the book companies is due to the fact that we have labor saving machinery such as the Parkside Casing-in machine.

Yours sincerely,
J. C. Richardson
Superintendent of State Printing

THIS WONDERFUL MACHINE FORMS THE CASE AND AUTOMATICALLY AND EFFICIENTLY PASTES BOTH SIDES OF THE BOOK RIGHT UP TO THE JOINT

No. 2 TAKES FLAT COVERS 16″x 9¾″ TO 7″x 4½″. SPEED 1000 PER HOUR
No. 3 TAKES FLAT COVERS 22″x 14″ TO 7½″x 4½″. SPEED 750 PER HOUR

T.W. & C. B. SHERIDAN COMPANY

Established 1835
OFFICES AND SALESROOMS
56 and 58 Duane Street, NEW YORK 607 South Clark Street, CHICAGO
63 Mount Pleasant, LONDON, W. C., ENGLAND

Linotype Prize Competitions



for

Book, Job

Tabular

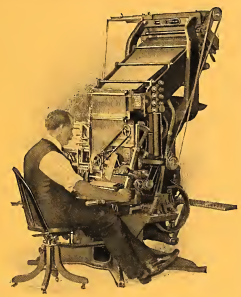
Catalogue

and

Magazine

Printing Plants

Using the Linotype



$5,800 IN PRIZES

of which

$1,000 Will be a Special Prize

for the most Artistic and Perfect Specimen of Linotype Composition especially produced in competition for this prize.

In order also that the every day possibilities of the Linotype on high quality of product and wide range of work may be fully exemplified,

$4,800 in Prizes

will be divided among four classes for the best specimens **produced in the regular course of business,** there being 3 material prizes and 3 money prizes in each class

Competitions Close March 20th, 1914

Competition open only to offices using the Linotype January 1, 1913.

(For work produced in the ordinary course of business)

CLASS A

High Grade Books, Illustrated Catalogues, Technical Books, College Annuals, &c.

1st Prize $300 in material and $300 in cash
2nd " 200 " " " 200 " "
3rd " 100 " " " 100 " "

In this class 3 specimens may be submitted by each competitor.

CLASS B

Miscellaneous Job Work to Include Booklets, Blank Forms, Programs, Letter-Heads, General Reports, Law Briefs, &c.

1st Prize $300 in material and $300 in cash
2nd " 200 " " " 200 " "
3rd " 100 " " " 100 " "

In this class 5 specimens may be submitted by each competitor.

CLASS C

Magazines and Trade Journals Including Ad Sections as Well as Body Matter

1st Prize $300 in material and $300 in cash
2nd " 200 " " " 200 " "
3rd " 100 " " " 100 " "

In this class 2 specimens may be submitted by each competitor.

CLASS D

Tariff and Tabular Work, Composed by Means of the Rogers Tabular, Chicago Lino-Tabler or Vertical Rule Systems

1st Prize $300 in material and $300 in cash
2nd " 200 " " " 200 " "
3rd " 100 " " " 100 " "

In this class 4 specimens may be submitted by each competitor.

A CHANCE FOR ALL

THE Linotype Quality and Versatility Competitions are open to all Job and Book Printing Offices operating Standard Linotypes in the United States and Canada.

In the Class Competitions it has been so arranged that an office operating one Linotype has as fair a chance to win a prize in some one of the classes as a larger office operating several Linotypes.

The offices winning in each class will be awarded the material prizes herein mentioned with the understanding that the money prize accompanying each is to be divided among the foreman, the operator or operators, and such other composing room employees as actually participated in the work on the winning specimens.

Any office may enter specimens in all four classes, but not more than one class prize will be awarded to any one office.

All specimens entered may be shipped between February 15th and March 10th, or at least should be put in the mails or sent by express so as to be in our Publicity Department, Tribune Building, New York, not later than 5 P. M., March 20, 1914, when the competitions close.

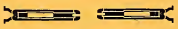
Realizing that many fine and interesting specimens of Linotype composition may have been started before the announcement of the Class Competitions, it has been decided that specimens of such work may be entered in the Class Competitions provided they are completed after January 1, 1914, and delivered to us on or before March 20, 1914.

Special Prize Competition

ONE THOUSAND DOLLARS

Of this prize $500 in material will be awarded the office winning it and $500 in cash will be divided among the foreman, operator, and any other composing room employees actually participating in the production of the winning sample.

One sample may be submitted by each competitor in this Special Competition. The only limitation placed upon any competitor is that the sample entered must be in such form as to make two inside pages of a four-page insert to be used in the trade journals, size of page 9 x 12, and press proof submitted on a sheet 18 x 12.



It should be understood that an office competing for or winning this special prize is not debarred from competing in the other four classes and winning a prize in one of them.

A folder giving full particulars of both Competitions will be sent to all Job and Book Offices using the Linotype.



This folder together with proper entry Forms may also be secured from our Publicity Department, Tribune Building, New York, and from our Agencies.

The Linotype Way Is the Only Way

Mergenthaler Linotype Company

Tribune Building, New York

Chicago: 1100 South Wabash Avenue

San Francisco: 638-646 Sacramento Street

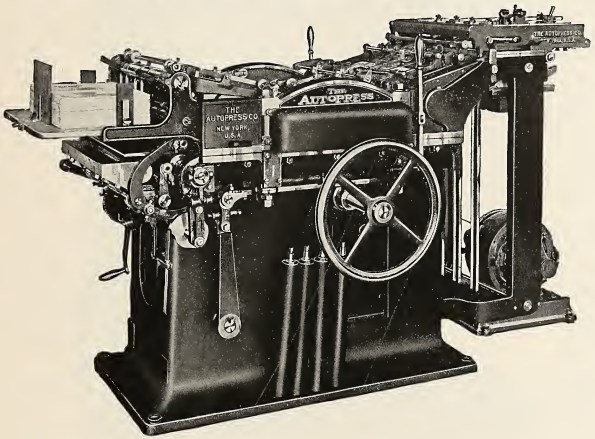
New Orleans: 549 Baronne Street

Toronto: Canadian Linotype Limited, 35 Lombard St.

SILENT SPEED

THE NEW
Model B Autopress

FOR ART QUALITY *AND*
FOR PROFITABLE SPEED



You Owe It to Yourself Mr. Printer

to know all about this wonderful press. We shall tell its story in these pages from month to month, but do not wait. Write us NOW for full particulars. Progress in printing machinery has been marvellous, and nowhere greater than that which the Autopress has brought to the field of small printing. Are YOU posted as to this development? Do you realize what it can mean in dollars to you? Two futures stare you in the face to-day—an Autopress Model B, Bank Deposit future and a platen press, pay-roll-haunted future. Which will you choose?

You owe it to yourself to KNOW the development that is taking the place in printerdom. Sit right down now, while the thought is warm, and write us for the whole story.

THE AUTOPRESS COMPANY

95 Madison Avenue **NEW YORK CITY**

The Feeder Question Solved

THE KAVMOR

High-speed Automatic Platen Press

Built in Two Sizes, 11 x 17 and 14 x 20

FEEDS, PRINTS and DELIVERS all grades of paper from French Folio to Boxboard at speeds up to

5,000 Impressions per Hour!

Flat Type Forms

—

Ordinary Flat Electros when desired (not curved)

—

Hot Embossing

—

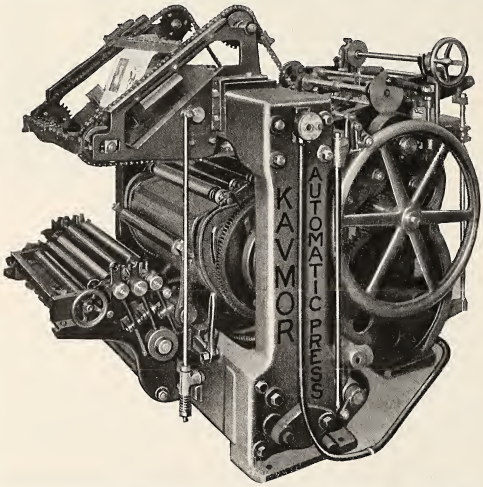
Perfect Registry

—

Requires only two horse-power

—

Requires no machinist.



Short runs handled quickly

—

Self-Feeding

—

Self-Delivering

—

Less Wages

—

Less Waste

—

Inking Distribution unsurpassed

—

Costs no more to operate

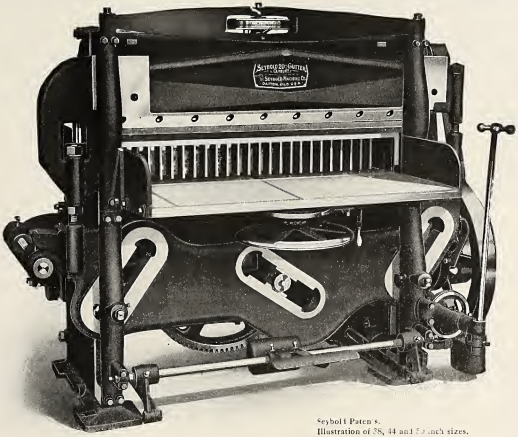
PRODUCES MORE WORK THAN FIVE JOBBERS

The KAVMOR PRESS produces 25% to 50% more work than *any other* Automatic Flat-Bed Press in the world. Prompt deliveries guaranteed

The Kavmor Automatic Press Company

Office and Showrooms, 54 East 11th Street, New York

The Seybold 20th Century Automatic Cutting Machine



Seybold Patents.
Illustration of 38, 44 and 52 inch sizes.

Among many original features of construction and equipment of THE SEYBOLD 20th CENTURY AUTOMATIC CUTTING MACHINE we might mention:

A high-speed chain-driven back gauge.

Clamp with power applied at both ends—guaranteeing uniform pressure through its entire surface.

Patented safety-locking device—which, in addition to a very efficient automatic brake, *doubly* insures the knife remaining up after the clutch has been released, thus minimizing danger of accident to the operator.

Down and shear cutting strains come directly underneath the table at the strongest point of the machine, affording absolute rigidity and avoiding entirely vibration to the knife—resulting in smooth and even cutting.

Please ask for our little booklet "Testimony" and full particulars.

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing—Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 151-163 W. 26th Street; Chicago, 112-114 W. Harrison Street.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; Keystone Type Foundry of California, 638 Mission St., San Francisco, Cal.
Venney Printers Supply Co., 150 S. Ervay St., Dallas, Tex.



A Purchasing Agent's chat with his printer

"That's a Quality Job Yet the Price is Right—

"How do you do it, Peters?"

"Easy. Since we put in a cost system, we've found what's the matter with a good many printers. Especially on competitive jobs, after we'd paid for the stock, what was the situation? Why, there often wasn't enough left of the price we had quoted the customer to pay for setting up the printing, let alone our profit.

"So what did we do? We first put the shop on a 'brass tacks' basis, and that helped some. Then we looked into the paper market and solved our real problem. We found a paper that satisfied every requirement of the customer as to stock. Yet was so common-sensedly priced—yes, I 'speak with feeling'—as to leave us a profit after delivering the good printing our customers demand."

"Well, if it's this Hammermill Bond you're talking about, Peters, it looked good to me on this job."

"Of course it looked good. It *is* good. I wouldn't give it to you if it wasn't good. It's so strong and impressive in finish, 'feel' and body that you're glad to have your letters go out on it—"

"Yes, I like its 'quality rattle'; it suggests 'class.'"

"Yet Hammermill Bond is so economical it can be used for follow-ups, price lists, and all office and factory forms. Its moderate price makes possible new uses for you, and gives us more business. Moreover, with its 12 colors and white, you can put different forms or department correspondence on different-colored stock, using the 'Signal System' idea. And being in stock at the mill in all standard weights, you can always get Hammermill Bond in a hurry."

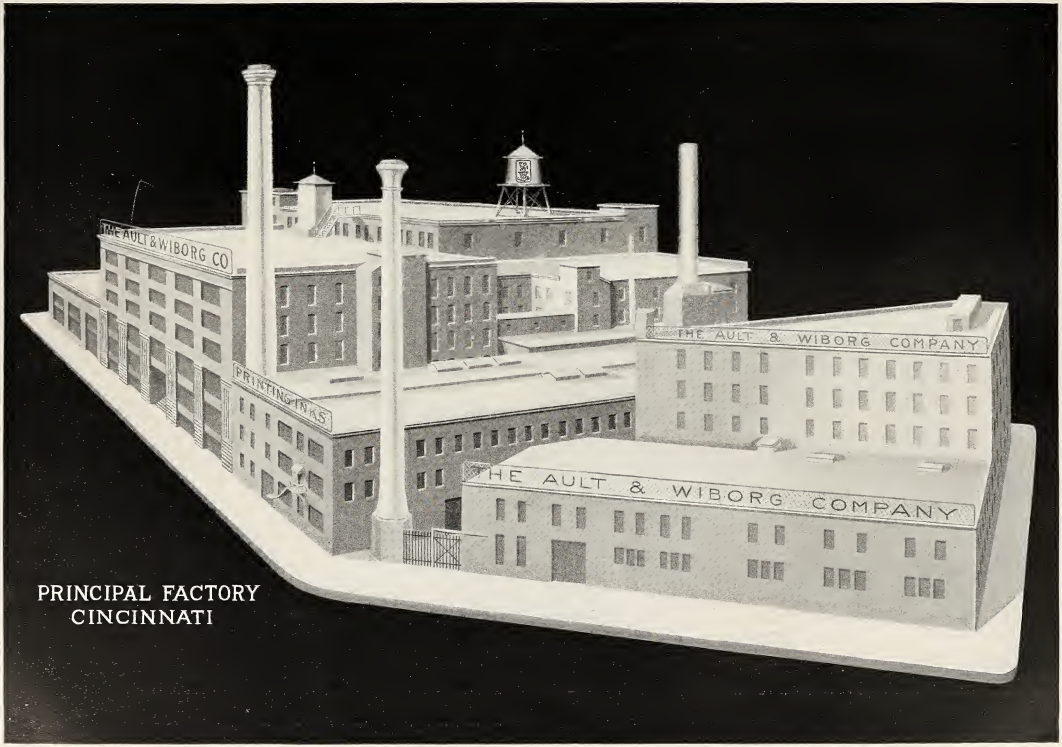
"I'm on, Peters. You don't need a surgical operation to get a good idea into my head. Hereafter, I'll standardize my forms on Hammermill Bond. Yes, and stick to the printer who had my interests enough at heart to put me wise."

HAMMERMILL BOND

THE UTILITY BUSINESS PAPER

If you haven't one already, send for our new Sample Book

HAMMERMILL PAPER COMPANY, ERIE, PA.



PRINCIPAL FACTORY
CINCINNATI

THE ENLARGED I. T. U. COURSE

OFFERS a more complete educational opportunity than heretofore. If a student desires, he can learn the principles that underlie punctuation and capitalization; the history, variation and uses of the basic type-faces; how to space; how to use decoration; the principles of display.

Or the student may learn hand lettering in preference to the studies mentioned above, or he can take both courses.

These lessons are preparatory to a thorough drilling in the principles of design and of color harmony as applied to composition. Then comes the application of what has been learned to all classes of display and decorative typography.

Owing to its character, the series of nine lessons embracing punctuation and capitalization, type-faces, the use of decoration and the question of display is sold separately for $8 to students of the Course, or $10 to others.

The regular price of the Course is $23 for cash or $25 if taken on the instalment plan of $2 down and $1 a week until paid.

The student can choose either the nine lessons on hand-lettering or the nine dealing with punctuation, capitalization, etc.

Where both these groups are taken in conjunction with the other lessons — forty-six in all — the price is $31 cash or $33 on the instalment plan.

FOR FULL INFORMATION DROP A POSTAL TO

THE I. T. U. COMMISSION

632 SHERMAN STREET CHICAGO, ILL.

Two Things to Get a RIGHT Start on for 1914

First: *Get started right on casting your own type. Be sure that the matrix equipment of the type caster you buy—variety and style of faces, library service, and reliability of the concern you deal with is beyond question.*

If your work does not justify the use of a composing machine, we can tell you how and why it would pay you to cast your own type with the Monotype Type Caster in your own plant, because the Monotype type caster as a type foundry and service machine is satisfying its users all over the country.

Second: *If you need a composing machine you need type none the less, and if you start 1914 with a Monotype you will have not only a Type Caster but a Composing Machine to set type in justified lines, 5 pt. to 18 pt. In the one machine, the Monotype Type Caster and Composing Machine, you get all the service—machine composition and type for the cases—that would require two machines of different makes to supply.*

The Monotype system of composition and type casting is the foundation of an efficient and economical composing room service for the printer and his customer.

Our new specimen book of over 1050 faces sent on request.

Lanston Monotype Machine Co.
Philadelphia

New York	Boston	Toronto	Chicago
World Building	Wentworth Building	Lumsden Building	Rand-McNally Building

Cuba, the West Indies and Mexico, A. T. L. Nussa, Teniente Rey, No. 55, Havana

30

A Talk to All Press Manufacturers and Agents

By HARRY A. COCHRANE

THE press manufacturers, and the publishers, printers and lithographers of the country, should be proud of the American-made presses. In most of the models, none better are made anywhere in the world.

Inventive genius in America has given much attention to printing machines, with the result that for fine work, speed and convenience in handling, perfection has almost been reached.

Such prestige in the mechanical end has been acquired that it is notable that a popular machine originated by builders in this country, when built abroad will not sell in competition with the American-made product, even though constructed from the same patterns.

Last year at the National Printing Exposition in New York there was a bringing together of the results of this American genius, and the showing must have created pride in the bosom of every American who visited the Exposition.

If a press builder manufactures a machine for the newspaper, the large-edition magazine publisher, a fast-running, fine-printing, flat-bed cylinder press, a sheet-feed rotary, a multicolor printing machine, a swift platen press, a machine of the same type designed for color or heavy-form printing, an offset press, or a stone lithographing press, he should by exhibiting the machine in operation at this Exposition give the printers, publishers and lithographers (who will come from all sections of the country and even abroad) an opportunity to see the result of his genius, study and ability in mechanical construction.

Manufacturers and agents of presses of whatever make (as well as the feeding devices for them and other attachments aiding in increasing their efficiency and lowering their cost of production) should take steps at once to show their machines, joining the many who have already engaged space.

It is pretty hard to get a possible buyer's attention to a press when he is enmeshed with the manifold details of his business, but at this great Show the buyer is in the investigating mood and the opportunity is afforded to get home the points of a press.

Under those conditions no builder with a meritorious press or device can afford not to be represented.

Furthermore, it gives a house "a standing" to exhibit. The trade considers it a live house if it is represented. It is all very well to say that I have a press in So & So's place, and can bring anyone there for a demonstration any time. A manufacturer or agent who argues thusly is short-sighted, because he can't begin to get many to go there, whereas at the Show the prospective purchasers *are* brought to him (the exhibitor). It is a thousand times more economical, besides he is supporting a proposition that is educating thousands of printers to use up-to-date machines. The Show directly and indirectly helps every manufacturer and supply man to make sales. It especially helps and encourages his salesmen if he exhibits.

Write for diagram of spaces, rates and other information to

Executive Offices of the Exposition, 200 Fifth Avenue, New York City

Telephone, Gramercy 724

HARRY A. COCHRANE, President



Know the *Purpose* of Your Printing

IF you would be successful, Mr. Printer, you must follow the example of the progressive manufacturer in other lines; you must study the uses of your product and adapt them to the needs of your customers. Business men are buying printing of you to help sell their goods. To make this printing more effective for them, you must devote more thorough study to the purpose for which it is intended. You should be their advertising counsel regarding all forms of Letter, Booklet and Catalog advertising.

Who is going to promote the increased use of your product,—Direct Advertising,—if you don't, Mr. Printer?

Resolve from today to make yourself more familiar with all the new ideas in Advertising Direct-by-Mail. It's up to you to know how Letters, Booklets and Catalogs are being used by business men in every field of trade to get business.

Machinery Catalogs, Retailer Booklets, House Organs, Folders, Letters, Blotters, Return Post Cards — all these should be the subject of your most diligent study. Every issue of "Printers' Ink," "System," and "Advertising and Selling," contains articles of untold value to the progressive printer who will read them carefully and preserve them for future reference.

From these articles you will get ideas and suggestions that will enable you to give your customers valuable assistance in getting up Booklets and Catalogs, that should enable you to create many thousands of dollars worth of new business.

File every helpful article you read, every new idea in illustration and arrangement, every good booklet or catalog for convenient reference.

We are publishing a magazine, "Progressive Papers," which contains ideas and articles in every number intended to help you stimulate the use of more and better Direct Advertising.

Send us your name today, if you are not already receiving this publication.

We want you to know that we realize that our prosperity is linked with yours in this increased use of Direct Advertising.

Most of the products of our 29 Mills are particularly adaptable to Direct-by-Mail Literature.

We make 34 Bond Papers that are Trade-Marked with the "Eagle A" Water Mark for your Guidance, Protection, and Profit; — besides Cover, Book, and Halftone Papers in a large variety of Colors, Weights, and Finishes, Papers all of which make literature that does business.

Tell us your particular needs in Bond, Book or Cover Paper and we will co-operate with you most intelligently.

AMERICAN WRITING PAPER CO.

MANUFACTURERS OF THE "EAGLE A" TRADE-MARKED WATER-MARKED PAPERS

HOLYOKE, MASSACHUSETTS

For Your Guidance, Protection and Profit

FOR YOUR GUIDANCE our Bond, Linen and Ledger Papers are Trade-Marked with the Water-Mark of "the Eagle and the A." The "Eagle A" has come to be known as "the Water-Mark of Quality" because all papers bearing it reflect the Experience, Resources and Facilities of a 29-Mill organization.

YOUR PROTECTION in handling "Eagle A" Writing Papers lies in the fact that each paper is distributed for us by a designated Selling Agent—and is never sold by us direct to the Consumer—your customer.

Because of the demand which our Advertising is creating for "Eagle A" Papers their sale permits of a *good, legitimate profit for you—the Printer.*

These are the

EAGLE A WRITING PAPERS
TRADE MARKED WATER MARKED

The Leaders of the Market

"EAGLE A" BONDS

AGAWAM
ARCHIVE
BANKERS
CONSOLS
CONTRACT
COUPON
DEBENTURE
DERBY
DUNDEE
FABRIC
GOVERNMENT
HICKORY
INDENTURE
JAPAN
MAGNA CHARTA
NORMAN
OLD HEMPSTEAD
PERSIAN
QUALITY
REVENUE
RIVAL
ROMAN
SECURITY TRUST
STANDARD
UNIVERSAL
And Nine Others

"EAGLE A" LINENS

HORNET
NATIONAL
PURE LINEN STOCK
THE AMERICAN
THE CENTURY
And Twenty-five Others

"EAGLE A" LEDGERS

ARCHIVE
BANKERS
BANK RECORD
BRUNSWICK LINEN
CAPITOL
COLUMBIAN
GOVERNMENT RECORD
LEGAL LINEN
MERCHANTS LINEN
MILAN LINEN
OLYMPIA
PARCHMENT
RUSSIAN LINEN
SERVIA
TREASURY
And Seven Others

MANUFACTURED BY

AMERICAN WRITING PAPER CO.

HOLYOKE, MASSACHUSETTS

TWENTY-NINE MILLS

SUPERFINE
KING ENAMEL
SUPERFINE

KING PAPER COMPANY
KALAMAZOO, MICHIGAN
MANUFACTURERS OF
Supercalendered and Extra Machine-Finished Books, Map, Lithograph, Plate, Envelope, Writing, OFFSET and COATED BOOK.

King Offset Book and Label
Both possess all the essential qualities to produce satisfactory work and maximum production. Lie flat. Do not stretch. Free from fuzz. *Send for samples to try out*



Talbot's Composition Truck Rollers
For Gordon Presses Means Larger Life to the Press, Also More and Better Work



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to me.*

J. W. TALBOT
401-405 South Clinton Street, CHICAGO

Eagle Printing Ink Co.
24 CLIFF ST., NEW YORK
BLACKSTONE BLACK
NON-OFFSETTING
The densest, cleanest working Half-Tone Black made
Try It and Be Convinced

CHICAGO
705 S. Dearborn Street

DETROIT
17 Park Place

Dennison's
STANDARD ALL ROPE "P" QUALITY TAGS
ARE THE STRONGEST TAGS ON THE MARKET
Read on the Tag below what the railroad men have to say in this connection

RULES OF THE WESTERN CLASSIFICATION COMMITTEE
ADOPTED BY THE SOUTHERN CLASSIFICATION COMMITTEE

"Tags must be made of metal, leather, cloth or rope stock or sulphite fibre tag board, sufficiently strong and durable to withstand the wear and tear incident to transportation.

Tags used to mark wooden pieces or wooden containers must be fastened at all corners and center with large-headed tacks or tag fasteners; or

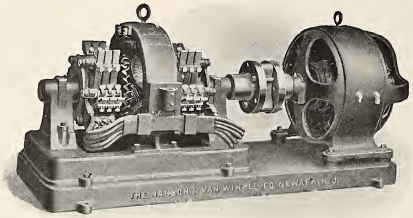
Tags may be tied to wooden pieces when the freight would be injured by the use of tacks or tag fasteners.

Tags tied to bags, bales, bundles or pieces must be securely attached by strong cord or wire, except that when tied to bundles or pieces of metal they must be securely attached by strong wire or strong tarred cord."

If you wish samples of these tags printed with the freight classification rules for distribution among your customers, write Department S at the nearest Dennison store
Remember, too, that there is more profit in better tags
Dennison Manufacturing Co.
THE TAG MAKERS
BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS LONDON BERLIN BUENOS AIRES

THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid
Depositing
Self
Exciting
Or
Separately
Excited



High
Commercial
And
Electrical
Efficiency
Low
Temperature
Rise

Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

BUY FROM THE MANUFACTURER

The Hanson & Van Winkle Company

NEWARK, N. J., U. S. A. BRANCHES: Chicago, Ill.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.

The Juengst Gatherer-Stitcher-Coverer

WILL do five operations, namely, gather, collate, jog, stitch and cover, at one and the same time, thus saving floor space and labor.

The number of operators necessary to produce 3,000 books per hour, of ten sections, would be five.

Also

Juengst Gatherer-Wireless Binder

WHICH does four operations at one time, namely, gather, collate, jog and wireless bind, producing 3,000 books per hour, which lay *flat when open*, with five operators.

GEO. JUENGST & SONS, Croton Falls, New York

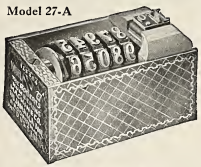
WE HAVE NO AGENTS

Roberts Numbering Machine Company

Successor to THE BATES MACHINE CO.

696-710 Jamaica Avenue, Brooklyn, N. Y.

Model 27-A



For General Job Work

Absolutely Accurate

Fully Guaranteed

Side Plates Without Screws

Always in Stock

Five Figure-Wheels

№ 12345

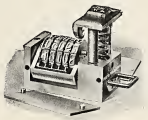
Facsimile Impression
Size 1⅛ x ⅛ inches.

ROBERTS' MACHINES

UNEQUALLED RESULTS
MAXIMUM ECONOMY

No Screws

To Number Either Forward or Backward



View showing parts detached for cleaning



THE FRANKLIN COMPANY

DESIGNERS, ENGRAVERS
OF PLATES BY ALL PROCESSES
ELECTROTYPERS, CATALOG
AND BOOKLET PRINTERS

720-734 S. DEARBORN ST.
CHICAGO

The Boston in the Bindery

is like a good bank balance responding always to emergency demands, a safeguard against losses in time, an insurance against poor wire stitching. Boston Stitchers have revolutionized bindery work in quantity and quality. The owner appreciates them, the operator prefers Bostons to all others, and the customer is delighted with the neat, dainty stitching that does not mar an otherwise good piece of printing



American Type Founders Company

WRITE FOR ILLUSTRATED BOOKLET

Set in Cheltenham Bold Shaded Lithotone Brass Rule Grecian Shaded Border Floral Decorator



Style 9 Duplex O-A Automatic Striker Ruling Machine

THIS cut shows our Style 9, 2-beam O-A Automatic Striker Ruling Machine with Manifold Double-shaft Pen-underlift Device. With this machine the pens can be lifted or dropped from four or more distinct headlines at one feeding of the paper, often saving from 100% to 200% in time on complicated work.

The W. O. HICKOK MFG. CO.

Manufacturers of Book Binders' and Paper Rulers' Machinery

Established 1844.

HARRISBURG, PA., U. S. A.

MILLER & RICHARD, Sole Canadian Agents.

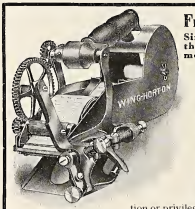
JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO



From Month to Month,

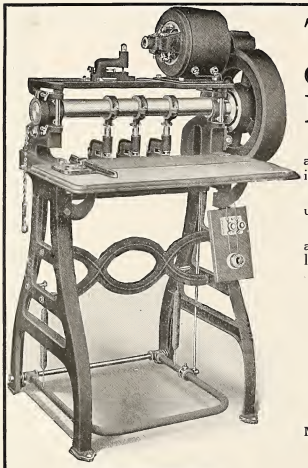
Since January, 1913, through the medium of this advertisement readers have been told what was done in Wing-Horton Mailers, during 1911.

I hereby beg to acknowledge that I have been tardy in turning over a new leaf, but writing ads. is not my hobby.

However, there is something still doing in Wing-Horton Mailers, for which I am receiving orders most every day.

Prospective customers need not hesitate in sending orders, for I am prepared to make immediate delivery on all sizes, with full guarantee of satisfaction or privilege to return. Also descriptive circular covering prices gladly sent on request to

CHAUNCEY WING, Mfr., Greenfield, Mass.



STYLE CC.—Motor Drive

Patented April 10, 1900

Think of Tatum, Think of Punch—Think of Punch, Think of Tatum

The exceptional character, as regards accuracy, durability, and daily output, of the Tatum Paper Punches and Perforators, is well shown by the character of the users.

We will be pleased to mail upon request a list of satisfied users of TATUM OUTFITS.

The list is especially interesting, as including so many who are, themselves, manufacturers of paper specialties and loose-leaf goods, and naturally look for the best outfits.

THE BEST IS NONE TOO GOOD
FOR THOSE WHO KNOW—

54 Years of Knowing How

THE SAM'L C. TATUM CO.

Main Office and Factory:
Cincinnati, Ohio



New York Office:
180 Fulton Street

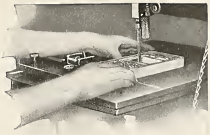
Makers of "The Line of True Merit"



Drilling holes in the plate to admit the jig-saw preparatory to mortising



By a simple change the jig-saw is thrown into operation and the mortise is sawed out



Substituting a broach for the saw, the walls of the mortise are smoothed up and squared in the corners

WANTED, 20,000 PRINTERS—AD. AND JOB MEN

to mail a post-card for a copy of **"Millerized"**—a handsome booklet illustrating the operation of the Miller Saw-Trimmer equipment. Write to-day.

MILLER SAW-TRIMMER CO., Point Building, Pittsburgh, Pa.

Are You Alive

To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States

GUARANTEED
FLAT FLAT
GUMMED PAPER

Appears Only on "IDEAL" Brands

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

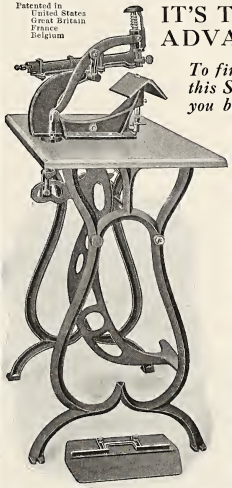
A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.

BROOKFIELD, MASS.

New York: 150 Nassau St. Chicago: 452 Monadnock Bldg.

Patented in United States Great Britain France Belgium



IT'S TO YOUR ADVANTAGE

To first investigate this Stitcher before you buy any other.

The Acme Binder No. 6

is a good stapling machine. It has stood the test for years and has been improved through practical experience with the demands of printing-offices. A stapling machine helps in securing business. Get one and do your own pamphlet binding in the most economical and expeditious manner.

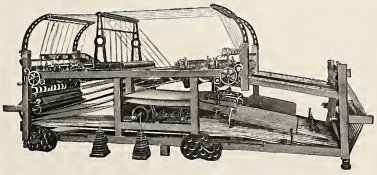
The Acme leads them all and is for sale by Printers' Supply Houses throughout the United States. For further and full particulars write

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

This Low-Deck, Two-Side Ruling Machine



is for both striking and feint-line—can be changed from striker to feint-liner quickly—a most complete proposition.

Note illustration showing details of construction.

Unlike others, any make self-feeder can be attached.

Write for our new illustrated catalogue and price-list.

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality, and with our nickel-steel shell are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

OUR ENTIRE PLANT IS FULLY EQUIPPED

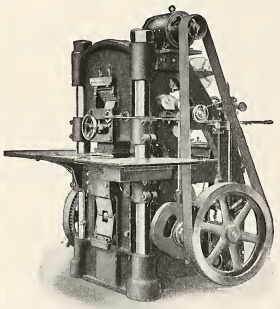
with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO.

24-30 South Clinton Street, CHICAGO

Carver Automatic Die and Plate Presses



Size 6 x 10 inches.

Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

6 x 10 in. 4½ x 9 in.
3½ x 8 in. 2½ x 8 in.
2½ x 4 in.

C. R. Carver Company

N. W. Cor. Twentieth and Clearfield Streets
PHILADELPHIA, PA.

CANADIAN AGENTS:
MILLER & RICHARD, Toronto and Winnipeg.

EXPORT AGENT, EXCEPT CANADA:
PARSONS TRADING CO., Sydney, Mexico City and New York.

SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

A CATECHISM

OF GOLDING JOBBERS

If you are not a user of Golding Jobbers you have thought about it—and you have in mind some questions you would ask about its construction, its features for quality and quantity of production and its adaptability for your growing requirements for plant efficiency.

We have anticipated your question, and in this Catechism we have listed your questions and the answers, so that all information about the Improved Golding Jobber is given in a concise form for your complete understanding.

The Catechism has been prepared for you. Please request it.

ADDITIONAL GOLDING PRODUCTS

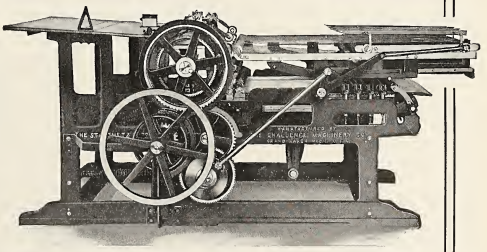
The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Golding Paper Cutters, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing-sticks, etc., etc.

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

Stonemetz
Two-Revolution

A TWO-ROLLER MASTERPIECE



AMONG high-grade two-roller, two-revolution cylinder presses, the STONEMETZ commands a dominating position. It is the two-roller masterpiece of the times—a press of pleasing design, great strength, splendid printing qualities, economical in cost and up-keep.

The STONEMETZ is remarkable for its simplicity — the absence of complicated mechanism and adjustments makes it exceptionally easy to operate. It is silent in operation, with a free, easy movement; no register rack or air cylinder adjustments necessary to take care of the different speeds. It will register perfectly, has an unfailing sheet delivery (carrier or fly) and a rack, cam and table ink distribution that is unsurpassed by any two-roller press on the market.

The STONEMETZ is built in three sizes: No. 2, 25x33; No. 3, 26x38; No. 4, 29x42.

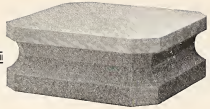
Write for illustrated descriptive catalogue, samples of work, list of users, etc.

The Challenge Machinery Co.

Grand Haven, Michigan

Chicago Salesroom, 124 South Fifth Avenue

In Stock and for Sale by Typefounders and Dealers in all Principal Cities.



WHY A DULL PAPER CUTTER KNIFE

WHEN you can send to the nearest hardware store and get one of the fast, clean-cutting

Carborundum Machine Knife Stones

that will put the knife-blade back in cutting shape in a jiffy—two or three strokes and the edge is there smooth and keen—it is not necessary to stop to take the knife out of the machine. The stone is grooved to protect the fingers—it just fits the hand.

MADE IN TWO SHAPES, ROUND OR SQUARE,
$1.50

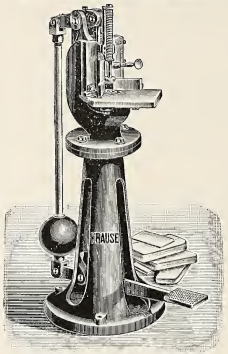
There is nothing harder, sharper, quicker-cutting than Carborundum

The Carborundum Company
Niagara Falls, N. Y.



"KRAUSE" Round-Cornering Machines

For Power, Treadle, Hand; Shear Cut
Always Sharp, Always in Stock

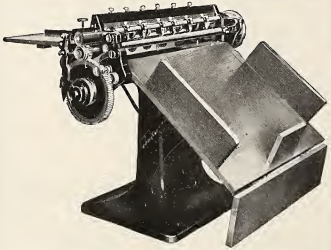


Write for Samples and Particulars
Sole American Agents:
H. HINZE MACHINERY CO., Tribune Bldg. **New York**

Use Your Thinker

Some Actual Facts Worth Thinking About

The Universal-Peerless Rotary Perforator is in use in every land throughout the world; therefore the following facts:



BURTON PERFORATORS ARE PERFORATING APPROXIMATELY

10,000,000 sheets per day,	1,200,000 miles per year,
40,000,000 square feet per day,	20,000 reams per day,
12,000,000,000 square feet in a year,	20,000 sheets per minute, or
4,000 miles of paper per day, or	333 sheets per second.

Catalogues on Application. Sold by all Dealers
MANUFACTURED BY

A. G. BURTON'S SON

118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

OSWEGO
MACHINE WORKS



Oswego Lever

CUTTING MACHINES EXCLUSIVELY

OSWEGO, N. Y.

LOWER YOUR INSURANCE

Protect Your Plant by Using

JUSTRITE SAFETY BENZINE CAN

The can with a metal to metal NON-LEAKABLE VALVE

For GASOLINE, BENZINE, KEROSENE, TURPENTINE, NAPHTHA, ALCOHOL.

Air-tight, Fire-proof, Non-leakable, and simple and practical in application.

Special Funnel not required

Use ordinary funnel, which is held firmly in place while filling. Cap closes automatically when funnel is withdrawn.

Approved by the National Board of Fire Underwriters





JUSTRITE

Oily Waste Can

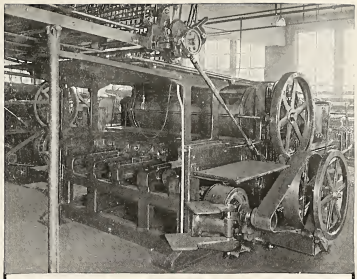
Opens with the foot—closes automatically, absolutely safe, saves time.

Both cans approved and bear the Underwriters' label.

Circular and Prices on Request

Justrite Mfg. Co.

Van Buren and Clinton Streets
Chicago, U. S. A.



The Use of

Westinghouse Motors

For Printing Machinery

Is the best possible insurance against shut-downs

These motors are, above all, *reliable.* They can be depended upon to operate continuously for years with very little attention.

Rolled steel, used largely in their construction, gives much greater strength than the cast iron or cast steel generally used for motors.

The bearings are very large and are protected from dust.

The commutation is sparkless, even under the severest loads, so that the life of the commutator is long and brush renewals are rarely required.

Ample overload capacity enables these motors to continue running under conditions that would stall other motors.

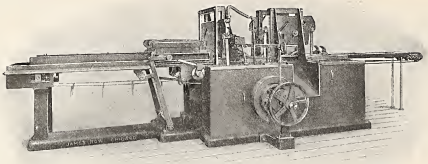
High efficiency insures minimum operating expense, and an exceptionally wide range of speed adjustment permits the press to be run at the right speed for each job.

Full information on request

Westinghouse Electric & Mfg. Co.

EAST PITTSBURGH, PA.

Sales Offices in 45 American Cities



A STRAIGHT LINE AUTOMATIC BOOK TRIMMER

Capacity, 24 packages per minute, 4½ or less in thickness.

For further particulars address

JAMES ROWE

1058-62 W. Harrison St., Chicago, U.S.A.

Defiance Bond

Manufactured by

Byron Weston Company

DALTON, MASS.



Quick Stringing Saves Time. Universal Loop Adjustable from ⅜ to ⅞ of an inch.

The

Universal Wire Loop

Is the cheapest and best device for "Stringing" Catalogues, Directories, Telephone Books, Prices Current, etc.

Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

Wire Loop Mfg. Co.

(Successors to Universal Wire Loop Co.)

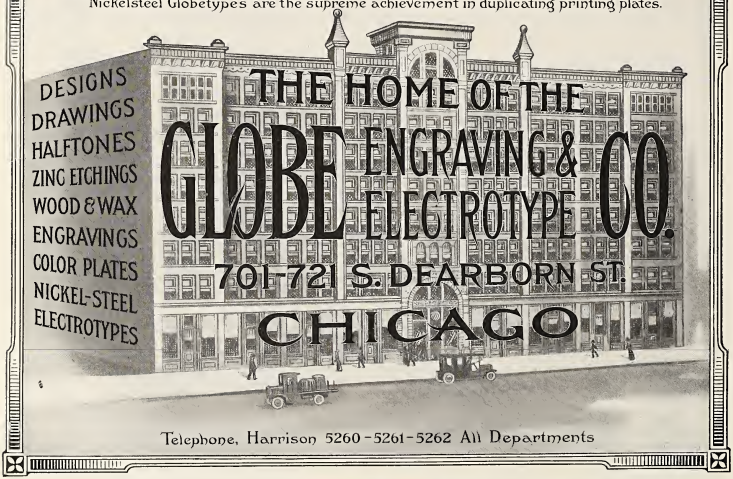
75 Shelby St., Detroit, Mich.



PATENTED

This cut illustrates one of the various sizes of hangers for books ¾ to 2 inches in thickness.

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.

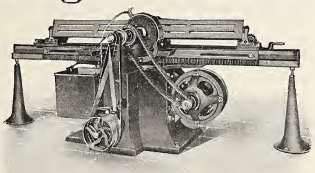


Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show perceptible deterioration.

JUERGENS BROS. Co
DESIGNERS
ENGRAVERS
ELECTROTYPERS
NICKELTYPERS
Phones
Franklin 460-461
Automatic 51234
166 West Adams St.
CHICAGO

Rogers-Buffalo



A Full Automatic Feed, Direct Motor-Driven Knife Grinder

The Last Step in Perfecting a Grinder to Meet the Demands

of the critical cutting-room foreman. Grinds either straight or concave bevel, on knives up to 130 inches in length.

Guaranteed

to grind more in less time and do it better than any grinder in existence. It is so perfect in operation that it needs little attention after adjustment. Our literature tells all about it.

See Write-up in Other Columns.

Samuel C. Rogers & Company
No. 16 Lock St., Buffalo, N. Y.

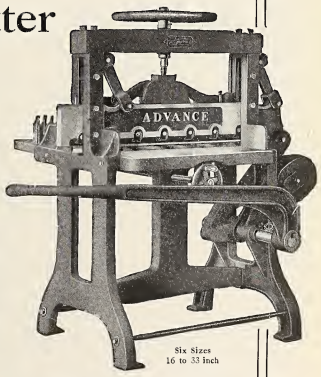
The Advance Lever Cutter

Is in a Class by Itself

Because: It is the Strongest, Easiest Cutting, Most Accurate Cutting, Most Convenient, Most Durable.

IN other words, the ADVANCE is in a class by itself because it is designed and built right and because it incorporates in its construction all the improvements and conveniences suggested by more than a quarter of a century's manufacturing experience.

Some of the exclusive features are: Mechanically correct compound leverage, unyielding center bed support, adjustable gibs to take up knife-bar wear, "easily squared" back gauge adjustment, side gauges on both sides of cutter, both front and back of knife, and many other conveniences fully described in our new cutter catalogue—sent postpaid to any address on request.



Six Sizes
16 to 33 inch

The Challenge Machinery Co.
Grand Haven, Michigan
Salesroom and Warehouse, 124 South Fifth Avenue, Chicago

Carried in Stock and Sold by Typefounders and Dealers in all Principal Cities

PRINTERS READ THIS

A dependable half-tone black ink can be had (at the right price) that will enable you to meet all competition with perfect "ink-results."

One of our traveling salesmen reports of a printer who formerly paid nearly double the price for half-tone ink and is pleased to testify his perfect satisfaction found in the use of our

Pierce Half-tone Black
50c Per Pound

Egyptian Half-tone Black
65c Per Pound

Peerless Half-tone Black
75c Per Pound

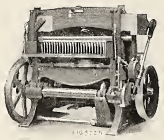
and as a result the aforesaid printer is a *permanent convert* to DUNN BLACK HALF-TONE INKS.

Have you seen our catalogue containing actual specimens? It shows what good ink will do. Send for it.

Dunn Ink Works

1543-1551 Niagara St., Buffalo, N. Y.

OSWEGO
MACHINE WORKS



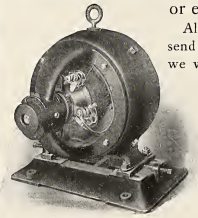
Oswego Auto

CUTTING MACHINES EXCLUSIVELY

OSWEGO, N. Y.

Peerless Motors

are known for their wonderful continuous satisfactory service, because they are made for a specific purpose to fill the requirements of the printer, publisher, engraver or electrotyper.



All you have to do is to send us your wants and we will submit estimate and prove our claims.

Ask for our illustrated catalogue.

On ANY POWER PROBLEM write:

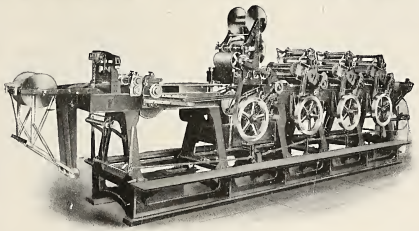
The Peerless Electric Co.

Factory and General Office: Warren, Ohio

CHICAGO AGENCY:
Electrical Machinery Sales Co., 1536 Monadnock Building

NEW YORK AGENCY:
N. Y. Electric Installation Co., 43 West 27th Street
And All Principal Cities

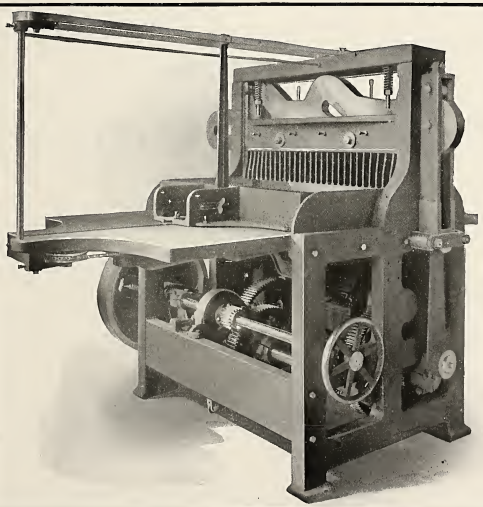
BETTER THAN EVER



One of the Latest Models
of
NEW ERA PRESSES
The Press That Makes Job Printing Profitable

¶ The New Era is a roll-fed, high-speed, flat-bed and platen press, *built* in *sections*. Assembled *as desired* to print *one* or *more* colors on *one* or *both* sides of the paper, cloth or cardboard; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs. Just the machine for fine colorwork and specialties. Ask for literature and send us *to-day* samples of your multicolor or difficult operation work and we will show you just how *economically* they can be produced on the New Era Press.

BUILT BY **THE REGINA COMPANY**
Manufacturers of High-Grade Specialties
217 Marbridge Building, 47 West 34th Street NEW YORK CITY



"New Acme" Cutter
TRIPLE-GEARED

Sizes 34, 38, 42, 46 and 50 in.

¶ An extremely rapid and accurate cutting machine, designed to meet the requirements of the most exacting.

¶ Circular with full information and prices on application.

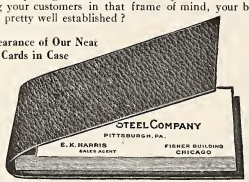
Child Acme Cutter and Press Company
DOVER, N. H.
BOSTON: 184 Summer Street
NEW YORK: 261 Broadway

Draw a Winning Card

Every customer a trade winner, giving you his hearty support and patronage — what would it mean to you?

Haven't you figured it out that when you have succeeded in getting your customers in that frame of mind, your business will be pretty well established?

Appearance of Our Neat Cards in Case



Peerless Patent Book Form Cards

create such a fine enthusiasm among their users that they can not desist from recommending them and almost insisting that their friends use them, too.

If you are the dealer in your locality where these cards can be bought, you are right in line for the benefits of this enthusiasm, patronage and support.

The clean, smooth edges, the neatness of the case and the economic utility of the card will make the appeal to you as well as to your customers.

Send to-day for a sample, and see how they really are. Our plan for the dealers will also accompany the request.

The John B. Wiggins Company

Established 1857

Engravers, Plate Printers, Die Embossers

52-54 East Adams Street Chicago

Inks That Are Used in Every Country Where Printing is Done

KAST & EHINGER

GERMANY

Manufacturing Agents for the United States, Canada, Cuba and Mexico

Charles Hellmuth

PRINTING AND LITHOGRAPHIC

INKS

DRY COLORS, VARNISHES

SPECIAL OFFSET INKS

NEW YORK
154-6-8 West 18th Street
Hellmuth Bldg.

CHICAGO
536-8 South Clark Street
Rand-McNally Bldg.

The World's Standard *Three and Four Color Process Inks.* Gold Ink worthy of the name.

Originators of Solvine. Bi-Tones that work clean to the last sheet.

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Buckled, Crinkled

and other deformed stitches are not born of

Brehmer Stitching Machines

Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

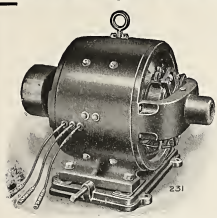
With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain.

CHARLES BECK CO.

609 Chestnut Street, Philadelphia

A Motor Designed for Printing Press Service



5 H.-P. Motor for driving Rotary Press

Strict economy must be practiced by printers, not only in expense, but in time saved, to show a profit.

A Robbins & Myers Standard Motor will drive a press to better advantage than any other form of power; it can be installed within the frame of the press to save space—no cumbersome overhead shafting or crowded aisles.

It is cleanly, quiet in operation and provides power at any time of day or night. The starting and stopping are always under perfect control; varying speeds are possible. The motor will last as long as the press.

Robbins & Myers Motors

Our press-driving motors furnish from ¾ H.-P. to 15 H.-P., giving a practically unlimited range of printing speeds. Ask us for list of large and small users.

The Robbins & Myers Co.
Springfield, Ohio
Branches and Agencies in All Principal Cities
We also manufacture the famous line of "Standard" Electric Fans, for direct or alternating current.

BRONZING MACHINES

for

Lithographers & Printers

Guaranteed in Every Respect

BRONZE POWDERS

We Do Repairing

SEND FOR CATALOGUE AND PRICES

Manufactured by

Robert Mayer & Co.

Suite 420, 200 Fifth Ave., New York

Factory: Hoboken, N. J.

Seattle San Francisco Boston

PRINTER TO ADVERTISING MAN

Advertising men draw large salaries.

They are valuable because they are producers—they show actual results on the credit side of the ledger.

An advertising man must have a knowledge of printing. What better start could you possibly have than your experience in the print-shop? The majority of successful advertising men in the country to-day started as printers.

If you are ambitious to grow big and make a large salary, the International Correspondence Schools will show you how. It requires but a small part of your spare time to learn how to write advertisements—how to select mediums—how to analyze advertising problems—how to conduct a sales campaign.

The I. C. S. Advertising Course has been prepared after twenty years of experience in advertising. The same principles taught in this Course have been applied to the successful advertising of this institution.

The Course includes Type Display, Copy Writing, Follow-up Systems, Managing Advertising Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing—each subject being treated by an expert.

To learn more about the I. C. S. Course of Advertising, fill in and mail the attached coupon

International Correspondence Schools
Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____



The work to the Bundler OR the Bundler to the work?

One of the many reasons why we name it

THE QUICK BUNDLER

is because it saves time which is ordinarily consumed in carting signatures, etc., from the folding machines or work tables to the Bundler.

"It IS a Quick Bundler," say Street & Smith, Publishers, New York City; "and the small space required to operate it is very much in its favor. The fact that we stack our work twelve feet high proves that the bundles are solid."

Get more particulars by addressing

THE AUTOPRESS COMPANY, 95 Madison Avenue
Quick Bundler Dept. New York City

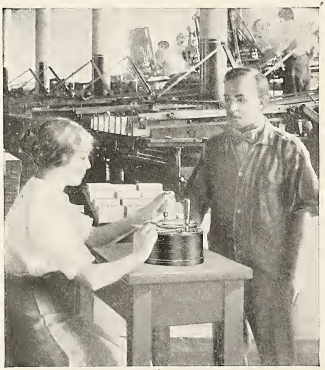
OSWEGO
MACHINE WORKS



Oswego Semi-Auto

CUTTING MACHINES EXCLUSIVELY

OSWEGO, N. Y.



The CALCULAGRAPH

has been recording *Elapsed Time*—actual working time—in this pressroom for the past three years

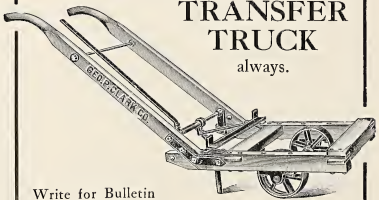
Used in your print-shop it will insure accuracy and save a lot of money. Our booklet, "Accurate Cost Records," tells about it.

CALCULAGRAPH COMPANY
1460 Jewelers Bldg., New York City

ATTENTION

Use a light Transfer Truck for your light loads and a heavy Transfer Truck for heavy loads, but use a

CLARK TRANSFER TRUCK
always.



Write for Bulletin L14, describing our New Two-wheeled Transfer Truck for light loads, as shown in illustration.

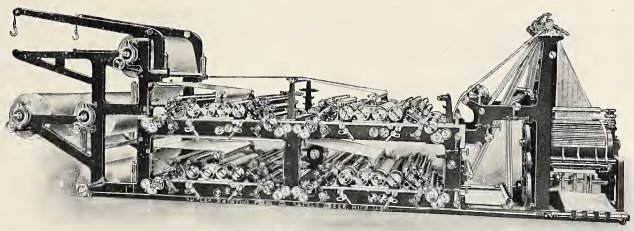
The George P. Clark Co.

Department C
Windsor Locks, Conn.
NEW YORK OFFICE: 13-21 Park Row

The Duplex Tubular-Plate Press

A LARGE NUMBER IN DAILY OPERATION IN IMPORTANT NEWSPAPER OFFICES THROUGHOUT THE COUNTRY

All our claims for this wonderful press are fully justified



BUILT IN ANY EVEN NUMBER OF PAGES

THE TUBULAR-PLATE PRESS when running at the same speed as any old-style press which carries the same number of plates (semi-cylindrical) delivers precisely DOUBLE THE PRODUCT.

This will be evident when you consider that each Tubular-Plate is on the web and printing all the time, while in all other presses each semi-cylindrical plate is on the web printing only half the time.

Write to us for full information, lists of users and their statements as to results.

OUR CUSTOMERS WRITE OUR ADS

DUPLEX PRINTING PRESS COMPANY

Main Office and Works: BATTLE CREEK, MICHIGAN

LONDON
Linotype and Machinery, Ltd.
188, Fleet St., E. C

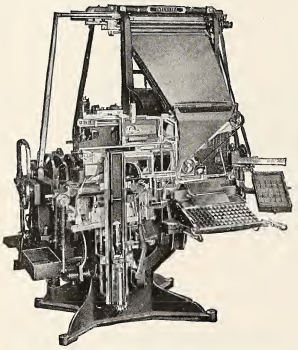
NEW YORK: World Building

General Agents for Canada: MILLER & RICHARD

PARIS
Linotype and Machinery, Ltd.
10, Rue de Valois

Don't Make a Mistake
When You Buy a Composing Machine

You will make a mistake if you let a salesman induce you to invest in a half-size, rebuilt, over-complicated or multiple-price machine



THE ACME OF HIGH QUALITY

THE inferior Linotypes now being pushed by the former monopoly were designed to sell at low prices. Each one was given certain limitations, to prevent it from interfering with the sale of their multiple-price models. They are all too far below the INTERTYPE standard of efficiency for any comparison.

Buy a "Regular" Machine

—a high quality machine, of wide range and great speed, built to produce slugs that print like new foundry type. There is just one such machine on the market—

THE INTERTYPE

$2,150 f. o. b. New York

A Remarkable INTERTYPE Efficiency Record

was made recently by John F. O'Sullivan, a New York operator, who composed 11,024 ems of pica, brevier and agate—making the necessary changes of magazine, liners, etc., without assistance—in ONE HOUR. The following statement was signed by A. M. Jenkins, Supt., The New York Times; John E. Martin, Supt., The New York Press; Chas. Heale, Supt., The Federal Printing Co., New York; James Tole, Supt., The New York Globe; V. B. Sweeney, Supt., The New York Journal of Commerce; and Albert O. Jennings, Trade Linotyper:

"We, the undersigned, hereby certify that on November 17, 1913, in Room 1006 of the World Building, New York City, an operator composed the following amount of matter, in one hour, on an Intertype machine: 2,232 ems of 12-point, 24 ems wide; 3,402 ems of 8-point, 18 ems wide; 5,390 ems of 5½-point, 16 ems wide; and that said operator made the two necessary changes of magazine, liners, ejector, assembler, knife and vise jaw, without assistance."

INTERNATIONAL TYPESETTING MACHINE CO.

WORLD BUILDING, NEW YORK CITY

CHICAGO: Rand-McNally Building — SAN FRANCISCO: 86 Third Street — NEW ORLEANS: 316 Carondelet Street

CANADA: Miller & Richard — BUENOS AYRES: Bromberg & Co. — AUSTRALASIA: Alex. Cowan & Sons, Ltd.

PARIS: Fonderie Caslon — NORWAY and SWEDEN: Aktiebolaget Gumaelius & Komp. — CUBA: Vilaplane & Arredondo

FACTORY: FOOT OF MONTAGUE STREET, BROOKLYN, N. Y.

Ella Wheeler Wilcox says:

"It is easy enough to be happy
When life flows on like a song"

And so it may well be charged that, as we have just closed the most prosperous year of our business career, we can easily give tongue to our feelings of joy, satisfaction and content. But there is one feeling which moves us still stronger, and that is the deep gratitude we feel toward the printing fraternity for the appreciation, encouragement and patronage it has accorded us. We wish to all, most sincerely and earnestly,

A Merry Christmas and a Happy and Prosperous New Year.

THE WHITLOCK PRINTING PRESS MANUFACTURING CO.



WE WILL MAKE EVERY KIND OF AN ENVELOPE FROM

FOLDWELL COATED BOOK

Think of the advantage of a half-tone surface on envelopes. Foldwell does not crack and wears well.

CHICAGO PAPER COMPANY FIFTH AVE. and POLK ST., CHICAGO

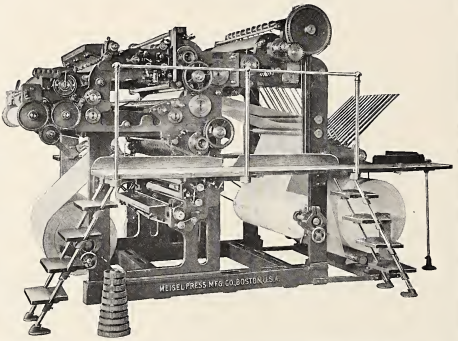
ADJUSTABLE ROTARY PRESSES

A press necessary in every pressroom.

For taking care of most every kind of printed product, cut into sheet form, rewound, folded or collated, it is an elastic machine. Prints multicolors on one or both sides.

Sixty-six different lengths of sheets with the very least of changes.

The machine to put resilience into the pressroom for the coming year.



MEISEL PRESS MFG. COMPANY

Designers and Builders of Automatic Presses Delivering Finished Products in One Operation

FACTORY, 944-948 DORCHESTER AVENUE, BOSTON, MASSACHUSETTS

Consider the Saving

in Time, Labor, Material and Floor Space



That Can Be Accomplished by Use of

National Chapman Elevating Trucks

in Your Establishment

Much of the loading and unloading of paper stock and finished jobs is waste motion. A large part of the workman's time thus consumed can be saved. Your production cost can be reduced.

National Chapman Elevating Trucks will save you 50% of the cost of rehandling finished stock or stock which is going through the regular routine.

One **National Chapman** with a sufficient number of skids, which can be built at a very low cost, can perform the necessary trucking functions of nearly as many hand trucks.

This truck has two wheels in front, giving it all the advantages of a four-wheel truck. It has perfect steering, raising and lowering control by handle, without danger from the handle flying back and injuring the operator when lowering the load.

Investigate the proved efficiency of this truck as a wonderful dividend-payer.

Nine models with desired lengths, widths, and wheels, one of which is suitably adapted for your particular requirements.

Ask for Elevating Truck Catalog and advance literature showing other features of superiority.

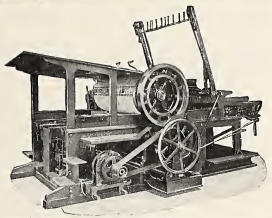


National Counting Machines

are another money-saver for the Printer. They enable you to properly check your shipments of finished stock, or to get the count of any number of sheets or pieces far more rapidly and accurately than hand or schedule count.

Write for Counting Machine Catalog and list of users in your line of business.

National Scale Co. 12 Land Street Chicopee Falls, Mass.



Miehle 2-Revolution 4-Roller Press, Equipped with Variable Speed Alternating Current Motor

You Can Save Money

By Installing

Sprague Electric Motor Equipments

We Have

the most thoroughly modern and efficient motors and controllers, both A. C. and D. C., for application to any machine used in the printing trades.

We Can Give

you the benefit of 20 years of specialized experience in successful manufacture and application.

We Have Solved

the problems of others. Let us help you. It will cost you nothing to obtain specifications.

Ask for Pamphlet No. 2454.

Sprague Electric Works

Of General Electric Company

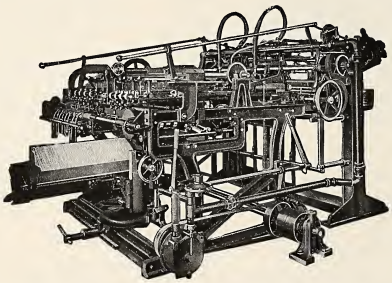
Main Offices: 527-531 West 34th St. New York, N. Y.

Branch offices in principal cities

Member the Society for Electrical Development, Inc.

"DO IT ELECTRICALLY"

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators.
Equipped with combing-wheel automatic feeder or with hand-feed table.

CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

Printers can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

NON-CURLING GUMMED PAPER

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country. *Write for Samples.*

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England 1811

Increase Your Sales—Decrease Your Losses
Consult the Specialists Who Know

Seventeenth **TYPO** *Year*

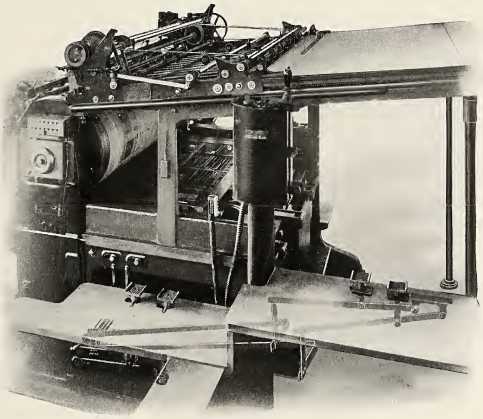
The only Credit Book and Classified Directory of the Paper, Book, Stationery, Printing and Publishing Trade and Kindred Lines

RATINGS MOST CAREFULLY REVISED

The Typo Mercantile Agency

General Offices, 160 Broadway New York

The Hardie Semi-Automatic Press Feeder



The Hardie Semi-Automatic Feeder gives the following Results:

Register .	100 per cent accurate.
Production	20 per cent increase.
Waste .	Reduced to minimum.
Labor .	Work of feeder made easier.
Time .	20 per cent gain on Feeder, Pressman and Press.
Overruns .	Eliminated, so far as providing against waste.
Estimating	Much more accurate.
Colorwork	Made perfectly simple.

In asking for quotations give make and size of press. Complete instructions given for installation and use.

SEND FOR CATALOGUE—MENTION INLAND PRINTER

HOBBS MANUFACTURING COMPANY

WORCESTER, MASS., U. S. A.

Something Attractive In Connection With Printing Inks

We will exhibit our various lines of PRINTING INKS at the National Printing, Lithographing and Advertising Exposition, to be held in New York, April 18 to 25, 1914. One of the new and attractive features of this immense and interesting enterprise will be the exhibition of fine printing for which certificates of merit will be awarded. We purpose enlarging on this feature by presenting *$450.00 in cash* to the successful printers who enter a contest which we have arranged under the following terms:

For the best example of black half-tone we offer	**$100.00 cash**
For the second	**75.00 cash**
For the third	**50.00 cash**
Also, for the best example of four-color process printing, we offer . .	**$100.00 cash**
For the second	**75.00 cash**
For the third	**50.00 cash**

These amounts to be equally divided between the firm and the pressman.

A quantity of ink sufficient to furnish us with the required number of copies will be supplied without charge, upon application to our nearest branch house or our traveling representatives.

The sheets submitted must be unbound and not smaller than 19 x 25. At least twelve copies must reach us not later than March 31, 1914.

The following well-known New York authorities have consented to act as judges: Mr. Charles Francis, of the Charles Francis Press; Mr. J. W. Bothwell, of Theo. L. De Vinne Co., and Mr. John Clyde Oswald, of the American Printer. These gentlemen are not connected in any way with our Company, and their decision shall be final. We also offer certificates of merit as they may be awarded by the judges.

Only one example of either black or colors may be submitted by any firm, and each specimen must be marked with name and address of firm and pressman, together with number or name of ink used. This competition is limited to printers of the United States and Canada.

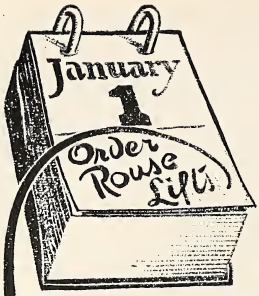
CHAS. ENEU Johnson, AND COMPANY

TENTH STREET AT LOMBARD PHILADELPHIA, PENNSYLVANIA



TO ALL ADVERTISING
AND PRINTING CRAFTSMEN
GREETING!
MAY FULL MEASURE
OF EVERYTHING —
INCLUDING ROYAL
ELECTROTYPES
BE YOURS DURING
1914

ROYAL ELECTROTYPE COMPANY
616 Sansom Street PHILADELPHIA



Give yourself and your press-feeders

A Happy New Year

by Installing

Rouse Paper Lifts

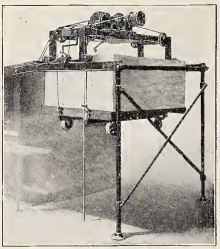
behind all your larger cylinder presses.

You will be happy because you will get 1,000 to 1,500 more impressions per day from every press thus equipped.

Your feeders will be happy because they will be relieved once for all from the back-breaking monotony of lifting a ton and a half of paper to the feed-board every working day of the year.

Your pressman and superintendent will be happy because there will be no more truck-jammed and paper-littered aisles to clog operation.

Your customers will be happy because their waste will be reduced to less than a quarter of what it averages by the old lifting method.



It's a 10 Per Cent a Month Dividend-Payer

And that's going some in these days of close prices and high operating costs.

Send for that handsome book, "Rouse-handling Versus Man-handling."

H. B. Rouse & Co.

2212 Ward St., Chicago, Ill.

QUALITY=SERVICE=PRICE

A COMBINATION IMPOSSIBLE TO BEAT

"SATIN FINISH"
Copper and Zinc
Photogravure Copper
Special Copper
for Etchers' use



Engravers' Supplies
Charcoal, Powders, Inks,
Dragon's Blood, Etching
and Powdering Brushes,
Rubber, Etc.

The American Steel & Copper Plate Co.

101 to 111 Fairmount Ave., Jersey City, N. J.

BRANCHES AND WAREHOUSES

610 Federal Street
CHICAGO, ILL.

116 Nassau Street
NEW YORK CITY

3 Pemberton Row
LONDON, E. C., ENG.



The Japanese say there are two things to be feared in life: Darkness and a Fool. Darkness, because you can not see; a Fool, because you do not know what he will do.

Danger in life, as in business, comes from not looking ahead and not knowing, for Folly is but lack of knowledge.

PEERLESS CARBON BLACK for twenty-five years has been acknowledged by all Printing Ink Makers the world over as the finest Black to use for making half-tone, letter-press inks, and of recent years has been found the best Black for making quick-drying inks to be used on fast-running presses.

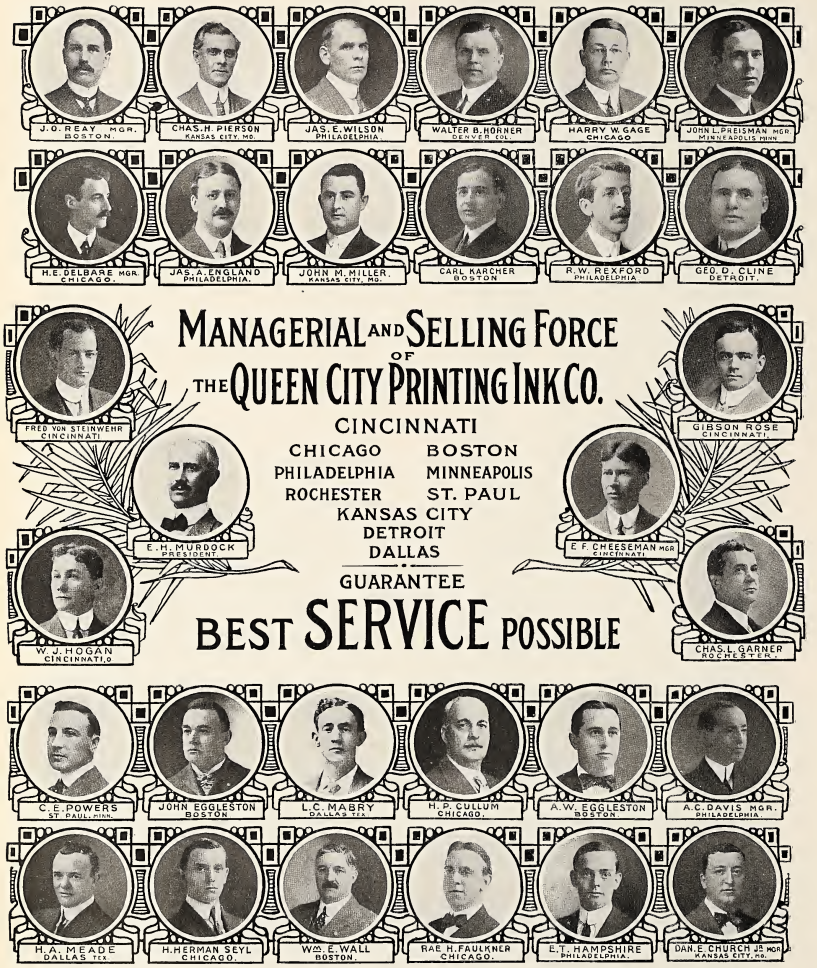
With the assurance that no Black is better than PEERLESS, is it wise for any inkmaker to use another Black said to be as good when he is obtaining a satisfactory price from a satisfied customer for an ink made of PEERLESS?

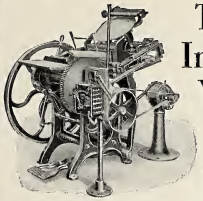
In your own interest do not change a hypothetical possibility for an acknowledged certainty.

THE PEERLESS CARBON BLACK CO.
PITTSBURGH, U. S. A.

Binney & Smith Company
Sole Selling Agents
81-83 Fulton Street, New York, U. S. A.

BRANCH OFFICES IN EUROPE:
63 Farringdon St., London, E. C. Kaufmannshaus, 179, Hamburg
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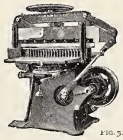


FIG. 524

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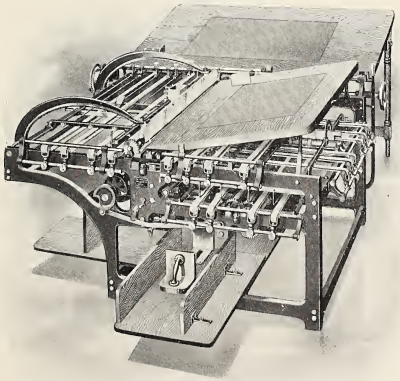
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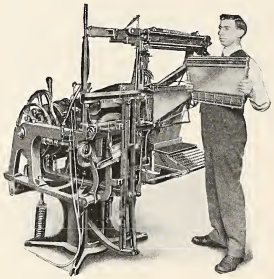


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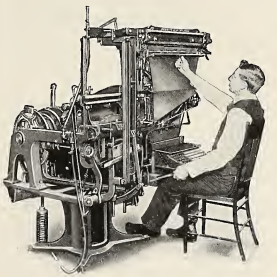
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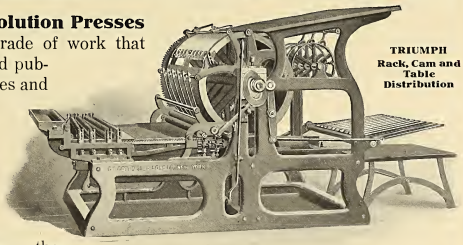
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CARMEL, N. Y. I am well satisfied with the work done by the Cottrell Drum Cylinder Press which I purchased of you in October, 1904. The impression is clear and strong, the register accurate, and there is comparatively little wear for the years it has been in service. A noticeable feature of its excellence is the **fine half-tone printing.** When portraits and other pictures printed on it are contrasted with the work done on different presses in other offices in this section, the superiority of the Cottrell in that particular is manifest, and has been commented on by my patrons. I. M. BLAKE

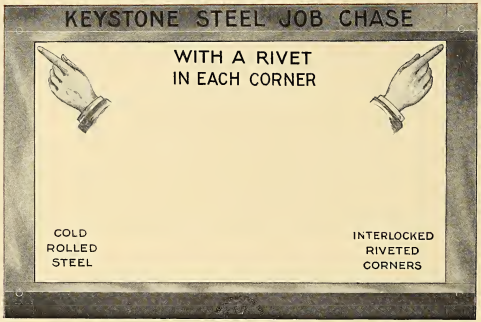
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The Leading Trade Journal of the World in the Printing and Allied Industries

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Vol. 52 JANUARY, 1914 No. 4

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"Old Bill" on the Ink Graft

By A. J. CLARK

"GOIN' down the street?" said "Old Bill" recently to one of the printers, as he took off his apron and rolled down his sleeves.

"In a minute," answered the printer. "But," he continued, "I don't know if it's safe for a decent, honest typesticker to be seen on the street with one of you yeggmen."

"What's eatin' now?" complained Bill, who is the pressman, and who is used to the banter of his fellow workers in the shop, and he smiled amiably.

"I see in a printing-trade paper where you fellows practice sabotage (whatever that is), and are in league with the inkman to graft off the poor old Boss. No wonder you can joy-ride while the rest of us walk."

"Rats!" said Bill. "Somebody's been stringin' that paper. In all of my experience I don't never run across no authentic case where a decent-lookin' white pressman of legal age and proper antecedents ever took no graft. What kind of a mug would he be who could sleep if he played crooked that a-way?



"Somebody's been stringin' that paper."

"Every pressman is breakin' his neck every minute to do better presswork than his neighbor, and he don't buy no ink because of no rake-off, believe me. He buys ink so his work will be easier and better.

"Always it's the pressroom foreman who buys the ink, whether it's a one-man shop or a joint with twenty, and you ain't never goin' to believe that the clever, decent mechanics that print-shop proprietors choose as foremen are goin' to graft on the men who trust them. Not on your life, they don't do it; the

Entered as second-class matter, June 25, 1885, at the Postoffice, at Chicago, Illinois, under Act of March 3, 1879.



"The bookkeeper hardly knows enough to buy writin' fluid."

qualities that fit a man for foreman in a pressroom don't admit even a suspicion of such a thing."

"Why, then," queried the printer, "don't they turn over the buying of ink to the bookkeeper or the boss, so there would be no question of their honesty?"

"How in h——," came back Bill heatedly, "do they know anything about ink? The bookkeeper hardly knows enough to buy writin' fluid to keep his books with, and the old man he ain't got no time, but he's got sense a-plenty. What kind of a print-shop proprietor would it be who hadn't sense to pick a pressman he could trust?"

"Accordin' to what I been readin'," said the printer, "there ain't none of them fit to trust, they are close kin to the Mafia, and the 'Clan-na-Gael' was an association clean and pretty in comparison with the amalgamated association of graftin' ink peddlers."

"Sure, I know," said Bill. "That kind of stuff grows like the temper of a scolding wife, and unless somebody nails the lie they will be ready to hang all pressmen in a minute. But they's a lot to the ink story besides what appears in crooked print. Let me tell you some:

"Because a pressman wants to buy the ink he uses, or because he favors some particular maker, is no sign that he is crooked, far be it from such. A pressman is impelled by one motive, mostly, and that is that he excel. He likes to turn out lots of work and he worries a lot if it ain't up to a fair standard. This applies to news men as well as them that do only jobwork, and if they are handicapped by unfit ink they are up against it a-plenty.

"Unfit ink is any ink with which the pressman is not familiar. Ink is different from cheese and butter and whisky.



"They's crooks in every profession."

You can't tell if it is good by smellin' it, neither can you be sure by the looks of it. You have to use it under varyin' conditions for a long time to be sure just what results you may expect from it, and the hardest game a pressman has is when he starts a nice job and don't know if the ink will set and dry, if it will offset or smut or pick. The best of ink must be manipulated by the pressman to adjust it to the varyin' conditions. Ink changes with time, so that two lots from the same formula will differ like day and night, some of it may lie on the shelf for months, and often it spoils. A news ink that may work fine in one shop may be absolutely unfit for another in the same town because of a difference in the press or a difference in heatin' facilities. It is the business of the pressman to *know*, and the only way he can be sure is to try out the different makes or get a change in formula until he is satisfied. And when he is satisfied he *sticks* — all heaven and earth won't make him change, because he's had a h—— of a time findin' out.



"He's open to suspicion, believe me."

"Now enters the wise guy, and notin' how the pressman is friendly with the man who sells the good ink, how he takes a drink with him and maybe smokes a good cigar with a gilt band on it, he cranks up his knockin' stick and hollers graft! He don't holler because he's honest hisself, but because he's afraid somethin's gettin' away from him, that's how it is."

"But there must be some graft among pressmen, Bill, or they wouldn't dare to say the things they do," suggested the printer mildly.

"Sure," said Bill. "They's crooks in every profession. You can tell 'em by their ears almost always, but that's no reason why the whole profession should be bawled out, and a lot of silly stuff printed about pressmen knockin' ink by puttin' sand and chewin' tobacco inter it.

"As far as I am personally concerned, I would be just as happy if ink salesmen were all called in, except for the pleasure it gives me to shake hands with the few genial representatives of ink houses who come honest and unafraid, several times each year, and offer me the best half-tone black, or the reddest red ever was, at an unvaryin' price and who remain friendly and genial whether or not I am able to buy from them.

"Things bein' equal, I have passed up a friend sometimes to buy from an older man who needed the business. I have bought from a cripple in preference to an abler man, but always I have bought as I would buy for myself, and every pressman ought to be man enough to throw his job in the face of the boss who is suspicious of his honesty; if he ain't, he's open to suspicion and ought to be watched, believe me."

Printers of Note—Johann Froben

By WALTER C. BLELOCH

AMONG the printers of note who, departing from this world left behind them records of unceasing endeavor and never-ending toil, must be mentioned Johann Froben or Joannes Frobenius, one of the very best of all the early printers. According to some authorities, Froben was born in Basel (or Basle), Switzerland, while according to others he was born in Hammelburg about 1460, and was later educated at the University of Basel. His printing-office appears to have been first started at Basel in 1491; like other printers of that age, very little is known of Froben's early days beyond the fact that he was an apprentice of Amerback.

Froben appears to have been gifted with lofty ideals and to have striven in every way to improve the quality of his product. As a result of this, he very soon became one of the most celebrated printers of the day and recognized as one of the very learned scholars of his time. He is said to have paid out huge sums to some of the best-known men of that period whom he had engaged to edit his works and read his proofs. Among those with whom he came in contact was the celebrated theological scholar, Erasmus, who for several years had been working upon an entirely new edition of the New Testament.

Shortly after meeting Erasmus, Froben began work on this edition of the New Testament, and it is said to have been issued in 1516. The edition was printed in Greek, with a Latin translation, and immediately brought forth a considerable amount of sharp and severe criticism, Erasmus being accused by many of heresy. The work is considered exceptionally good from a typographic standpoint, and is said to have been the first edition of the New Testament printed in the Greek language. The success of Froben is, by most authorities, attributed to his association with Erasmus, whose assistance he had in the editions of Saint Jerome, Saint Ambrose, and others he published.

Froben continued in his efforts to improve the art, and also became widely known for his piety. In 1527, when he was seemingly at the height of his career, he died without being able to carry through his intention of editing the Greek Fathers, but this work is said to have been done very acceptably by his son, Jerome, and his son-in-law, Episcopius, who continued the business. The emblem of Froben is considered as being an exemplification of the wisdom of the serpent being combined with the gentleness of the dove.

THE OLD SCHOOL

The printer men of long ago
Whose works we now admire so,
To gain the skill they would essay
Went through the University.

By these degrees they reached the top,
The pride of every printing shop.
But we reverse their common rule
And try to print—then go to school.

Expert Investigation

No. 1

By C. M. BUTLER

"ONCE upon a time there was a sick printery — " All fables start this way, but this is far from being a fable, or anything out of the ordinary. The business people who owned this printery could not understand why their business did not make a profit, so after many spasms of reform they called in an expert manager from New York to assist them in finding out and plugging up the loss leaks with a view to creating a profit.

Perhaps the results of this investigation by a $10,000-a-year man may be of interest to other printing-office owners, and for this reason we give the salient points in the case.

To correctly understand the matter one must have some knowledge of the layout and equipment of the plant. This office was equipped originally to do the work of printing a large weekly publication — a trade-paper consisting of from 64 to 128 pages, 10 by 15 inches in size, and having a rather large circulation. The idea being that better service could be had in a private plant than in an office over which the publisher had no control. The matter of economy did not enter into the scheme in the first place, though it was figured it would cost less.

The printery was situated outside of the loop district, with a down-town office for publication purposes. Six modern cylinder presses were installed, consisting of one 28 by 42 inch pony, one 74-inch, one 68-inch, and three 65-inch machines; six Gordons in the jobroom, a Dexter folder, 36 by 48 inch, and a large cutter in the bindery, with minor binding machinery, and a well-equipped composing-room with plenty of natural light in every department. A private party installed two linotype machines, doing the straight-matter work by contract.

So much for the equipment. For years this plant ran along producing work at about the same cost as if produced by contract — and service was a whole lot more satisfactory.

There came a time when advertising patronage fell off, owing to a raise in rates. The paper decreased in bulk from 128 to 64 pages, so that only one-half the equipment was in constant use. So the firm divided itself into two departments, the publishing and the printery, and the printing department entered the competitive field, soliciting outside work. Another weekly publication was secured, also a monthly publication. The ordinary run of jobwork was sought and also obtained. But no money made. The cost of publication was increased to such an extent that the publishers considered selling the plant and again placing their work out by contract. No satisfactory offers were obtained for the plant, so that it continues to produce work at an increased expense, and with constantly increasing friction between departments.

Of course, all ordinary methods were enforced to produce profitable results. Foreman after foreman was tried, a higher grade of stonemen employed, and

a force of printers secured which would supposedly compare favorably with any force, but to no avail.

Unable to locate the leak, the firm finally "borrowed" an expert systems man from a friendly competitor. This man had the reputation of cutting cost to the quick. It is said that in the New York office over which he had jurisdiction he had succeeded in reducing the cost of composition from $1.29 to about 79 cents an hour, and other work in proportion — which is going some, from our standpoint.

The pressroom, in the main, was found in a very satisfactory condition. It was conceded that this department was making money. All pressrooms make money — the leaks are always in the composing-room. This was a label shop; the hours ran from 7:30 to 11:45 and 12:30 to 5, with a half holiday on Saturday. Publication day was Saturday, with all mail into the postoffice Friday night at nine o'clock. The pressroom worked a night gang at least three nights a week on publication forms. Starting with the tap of the bell, the feeders would oil and clean their presses, and about eight o'clock the machines would be humming out the merry tune of output, with occasional stops for lifts. This would continue until 4:45, when the fountains were washed and the rollers cleaned and raised off the forms for the night.

The first question asked was: "Does each feeder put up his own lift?"

The feeders continued to put up their own paper, though they would gladly allow a hustler to do this work for them, especially on the 74-inch machines. But the idea is this: This probably would add a thousand more to the daily output of each machine. It is overlooked in many offices, however.

In the bindery, conditions were fair. The comment was made there that the folding-machine was too small for the work, only folding a sixteen-page form while a larger size would fold a double sixteen, cutting the running time of the machine in half. The new machine will be installed quickly. But it is an open guess that the larger machine will not produce more than the smaller one unless certain conditions are complied with — which is doubtful.

When we analyzed conditions in the composing-room, many things were found radically wrong. Each job compositor proved up his own "settings." Many times two or three would be waiting on the press at one time. The first change made was to appoint one of the "cubs" to do all proving, which easily cut ten minutes off of each job.

There was no regular deadstone man employed. For four days everybody set ads. or jobwork. When the last form went to press everybody threw in, the rule being that each man was to put away all material — type, rules, slugs, leads. To-day all but the type is distributed by the errand boy. It saves a twenty-four-dollar man's time, surely — but of that we will have something to say later on.

In a sense the composing-room was in a chaotic condition. Not that it was dirty or in an unsanitary condition — but no genuine headway could be made. And the printers were not to blame, either. For instance:

Every morning, or every so often, the publication department would send down a batch of copy. The foreman would hand the head ad.-man the ad. copy and the make-up man the reading matter. Sometimes cuts would arrive with copy, sometimes not. The make-up man would estimate his run-arounds from copy and the linotype man would set the text as marked, only to have to do it over again when the cuts came. The editor would paste up his dummy and the printer would make up, column by column, page by page, "just as pasted." There could not be any uniformity of spacing around heads or dashes. Even the leading varied — solid, carded, leaded and spaced generally to fill.

The ad.-man would give out his ad. copy, cuts shy, or with all things ready. Sometimes the correct size of cuts would be given, sometimes too large or too small. Always trouble and creating extra work which did not show in the job. The copy was sent in just as received, written in pencil, ink, or typewritten, from the illiterate and the intelligent. All kinds of chances for errors and making extra time necessary in deciphering illegible copy.

The stoneman would get a form dummy. Reading-matter would be marked, some of the ads. pasted in, others simply mentioned. Knowing the press would be open for a form at a specific time, he'd go over to the make-up man for, say, eight pages of reader and possibly get five. Then he'd start to make up his ads., throwing on the running-heads and bottom lines and gaging up to size. A page would be missing here, a column there, and no copy in for several halves or quarters. He'd build up his form, possibly lock up the skeleton, registering and justifying, etc. Soon the make-up man would slip in the missing pages. Proofs would come in for correction. Form would be all loosened, columns run over, ads. slipped into place, and his work would have to be done over again. Five or six hours would be consumed where two would have been sufficient under ordinary circumstances. Finally in a rush the forms would go to press in a sloppy condition, to be corrected and registered on the press. The stoneman was always the "goat," constantly in hot water, and at "outs" with the world in general.

We will say this for Mr. Expert starting in to reform, he did not slight the publication office. Every line of copy is now typewritten. It reduces the time of composition. No ad. will be touched unless the cuts are received at the time. No linotype will be set to run around a cut unless the cut is there to be measured and placed just where it belongs. No form is touched until every page is ready.

One cub assists the make-up man — sets heads and justifies the pages. Another cub makes up the ads. When everything is ready the stoneman finishes the job.

There used to be considerable overtime. Nothing doing after five o'clock now. All copy must be in promptly or it doesn't go in. The publisher may lose a few dollars this week on the account of a late advertiser, but he'll make it up next.

One thing to help do away with overtime is the fact that he has changed the working hours — they are from 8 to 5:30 now, instead of 7:30 to 5, as formerly.

In our estimation, publication days in a ten-man shop become five hours longer at just the time when it is needed most — the closing time.

Even from a union standpoint I see no objection to this. Or to even increasing the length of any one day. For instance: One of the largest publication houses in Chicago works its force eight hours and forty minutes a day for four days, eight hours and fifty-five minutes on Friday; and Saturday, which is conceded to be a general clean-up day, only four hours and twenty-five minutes, which makes the forty-eight hours without working nine hours any day. In a shop employing sixty journeymen there are fifteen hours of straight time gained on Friday when it can be used to best advantage.

Certain other things were remedied: For example, the printing department stored all cuts. A piece of copy would come in labeled "Use same cut as in issue of March 13." Either the ad.-man or the man who had charge of the cuts would have to search through the files of that date and find out what cut was used, then hunt it up. To-day all cuts are sent in with the copy and returned as soon as released. An office girl now takes charge of them.

Whether the publishing department ever before paid the printing department for standing matter or not, we do not know, but now they do, and the result is there are no "hold" ads. The matter is distributed or plated immediately. It took the whole force three days to distribute accumulated material when this rule went into effect. It was positively a joy to set type out of cases which contained every letter of the alphabet without having to pick standing ads. for sorts. And the publishing firm does not get the benefit of any pick-ups on firm names and addresses. The whole ad. is now set up new.

The expert believes in spending money in order to save money. Besides the double-deck folder to be purchased, the firm will install two late-model linotypes, so that they may have control of every branch of the business at all times. More batteries will be at their command so that more ad.-work can be done by machine. Certain fonts of type have been increased to do away with picking sorts. Yet it is safe to say that this firm will not make money.

Undoubtedly many suggestions have been made that the writer does not know of. Perhaps it is unfair to judge too harshly offhand. Maybe printing conditions in the East are different from those in the Middle West — so different that certain things that would not be tolerated in New York are permissible here, and for that reason overlooked.

To Be Continued.

MODERN ECONOMY

To be instant and courageous in determining values is of the first importance in management. It is not given to any man alone to apprehend the relative merits of true economy and apparent but unreal economy — these are determined by the many minds that the wise executive draws to him as the greatest of his resources.

On the Street

No. 4

By WILLIAM ERNEST

EUREKA! I now have an argument which never fails to bring me in close touch with strange buyers. A "quality wedge" I call it. It can be hammered with facts and pounded with reasons, according to the strength of a salesman's ability and knowledge; figuratively splitting a buyer in two, disclosing his real attitude toward printing and his knowledge of what constitutes good printing.

The argument occurred to me while hastening to the rescue of a buyer who "wanted some figgers on a job of printin'." I had called at his office a few weeks before and left my card, which as I afterward found out, was kept in the "O. K. pigeonhole" because I had explained the harmony of its set-up and color-scheme. As he told it: "Not that I got your drift, but I remembered yuh and thought I'd give yuh a chanct."

En route I concluded that any one who could so manhandle the English language would very likely be unfamiliar with high-class printing; that I would have to talk quality in such a way as to take his mind off from first costs into the more businesslike realms of the best ultimate results. Being an inexperienced salesman this was quite a problem for me to handle. I had talked quality a number of times before, but only to those buyers who manifested an interest in high-class work and who liked to ask questions about it.

So I thought out my "quality wedge" and the following conversation will show its utility:

"Good mornin'! Whaddayuh want?"

"I represent the Blank Company, quality printers. What can I do for *you?*"

"Oh, yes, I 'phoned you, didn't I? Well, here are specificashuns on fifteen thousand booklits. Set down."

After jotting down the specifications I was handed the copy — carelessly hand-written on several kinds and sizes of paper.

"Quite a job for your stenographer to rewrite all this," I laughingly said.

"What'sa matter, can't yuh read it?"

"Yes, but you could save a little money by having this typewritten," and then I explained why.

"By golly, that's a good suggeshun. I'll remember it."

"Before we go any farther with this job, let me ask a question," I said. "How many printers are figuring on it."

"Seven."

"And you will give the job to the lowest bidder?"

"Yep. To the lowest bidder who can give me the best work."

That was exactly what I had been leading up to. The wedge was formed, so I inserted it.

"And how will you know whether he can give you a satisfactory job?" I asked.

"By repatashun."

"What do you know about my firm?"

"Nuthin'. This is the first time you've figgered with me."

"Well, then, supposing I am one of three printers who give you the lowest figures and there is only a few dollars difference in the prices. According to your method of buying, I wouldn't stand much show, would I?"

"Well, mebbe you can tell me something about your plant," he said. "Sounds like you've got somethin' up your sleeve."

That was my cue. I talked about our high-class equipment and the high-salaried men in charge. Then I opened up my inevitable sample-case and explained quality printing. I hammered and pounded that little wedge until he half admitted that he was on the wrong track.

I may not get that particular job, but I feel that my price will be given the most careful consideration and that eventually I can count on another steady customer.

In contrast to this experience, I recently had the good fortune to meet a buyer who knows what constitutes good printing, and who did me a favor by not allowing me to quote a price on some of his work. He was a good-natured, gray-haired man who has had years of experience in the advertising game.

On my first call he allowed me to show him some of my samples and seemed very much impressed with the class of work we were doing, particularly our color-work. He was then in the market for figures on thirty thousand forty-eight-page catalogues showing wall-paper designs in colors. I grew very enthusiastic, of course, about submitting a price on the work, for I had not considered that it was a pretty big proposition to handle, only looking at the job from the standpoint of the money there was in it — if I could land it. I was asked how large our equipment was, and after enumerating the number of presses, was quite surprised and rather indignant to see the old gentleman burst out laughing. On asking him the reason for such hilarity, he said that he expected to get the job out the same year the contract was given.

Then we had a little heart-to-heart talk — I insisting that we could handle the job in good time, and he equally as persistent that we couldn't. Finally, he showed me by actual figures on presswork and running time that we could not handle the job and give any kind of service. All this time we were getting better acquainted and when I arose to go, he said: "Ernest, I like the class of work you people are doing and would like to turn some of my work over to you; therefore, I think I am doing you a favor by refusing to let you figure on the catalogue, for I know you would fall down. That would make me sore and I wouldn't give you any more work and would be liable to knock you; whereas, if you don't figure on the catalogue there is no chance of your falling down, and I will feel perfectly free to turn over some work better suited to your equipment."

Since that interview, I have been a little careful about figuring on long runs of presswork, especially where there are specifications in the contracts calling for quick delivery. That old gentleman's words will stick with me as long as I live and I am already profiting by them.

There is another little incident connected with this catalogue job, which shows that sometimes the most experienced salesmen fall down. As I could not handle the work, I thought it would not be out of the way for me to give out the information to an old, experienced salesman friend of mine, who was connected with a large printing concern, that the catalogue was in the market for figures. Meeting this salesman on the street a few days later I inquired as to the outcome of his call. He informed me that the buyer was an "old crab" and wasn't looking for any figures. I can only surmise that the other salesman in some way failed to secure the attention of the buyer, whereas through my ignorance I invoked conversation that brought me in very close touch with him.

A thorough knowledge of paper stock is an invaluable aid to a salesman, as he can often figure out means to cut down costs and in that way land some good orders.

I made a price one time on five thousand two-color hanger cards, printed on eight-ply bristol board. Previously it had been run on bristol board which was coated both sides, but as the cards were to be tacked against the wall, I figured on bristol board coated one side. This reduced the cost of the stock considerably, and, furthermore, I was fortunate in getting hold of a job lot of "seconds," which reduced the cost still more.

The fact of the matter was, in this way I was able to give a price something like five dollars lower than the job had previously cost and I found a good customer. I do not want to leave the impression that I know a whole lot about stock, for I don't; but these things can be learned and reasoned out and this experience shows the necessity of a thorough knowledge of all branches of the printing trade, if one hopes to be a successful salesman.

THE MATTER OF PRICES

"Anybody can cut prices; but it takes brains to make a better article," said Robert Owen. Competition should not lie in price, but in quality and service. If price is paramount, inferior and cheaper stock is used, work is scamped, the salesman becomes a thief and a liar and the customer a dupe until he becomes wise enough to buy the printer into insolvency. Who is benefited by price-cutting?

From Press to Prominence

By FRANCIS L. BURT

"ONCE a printer by trade, always a printer at heart," might well be taken as the slogan of the craft, judging by the pride with which many well-known statesmen point back to the fact that they once followed the inky profession.

Nearly everybody knows that many of the Congressmen now "doing time" at the National Capital have at one time or another been connected with the printing business, but it is astonishing to note the pleasure they take in referring to the fact that they once set type, and it exemplifies, better than anything else possibly could, the affection which all printers feel for their chosen vocation.

The present Congress numbers seven ex-printers among its members, three of whom represent New York State. George W. Fairchild, of Oneonta, was once a journeyman printer, and held the record of being the second fastest compositor in the country at the time. As he was too modest to mention the fact in his biography, few readers of the Congressional Directory are aware of it. Not quite so modest is Henry George, Jr., of New York city, who states that he entered a printing-office at the age of sixteen, while Edmund Platt, of Poughkeepsie, also admits having "served time" at the case.

Roy O. Woodruff, of Bay City, Michigan, is another who mentions with pride the fact that he knows what an em quad stands for; and Representative John Richard Farr, who comes from Scranton, Pennsylvania, summarizes that part of his career with the words: "Newsboy, printer, publisher." He is the man who was responsible for the introduction of compulsory education and free text-books into the State of Pennsylvania.

Victor Murdock, who so ably represents the people of Wichita, Kansas, and the surrounding country, says that he began the printers' trade during vacations at the age of ten years, which is early enough for any one to choose his life-work; but Richard Bartholdt, of St. Louis, takes the prize for enthusiasm when he says that he "learned the printing trade and has remained a newspaper man ever since."

There are probably more Congressmen who could well call themselves printers, but who, maybe from modesty, refrain from publishing the fact in that interesting work known as the Congressional Directory. But those who do declare themselves as printers do so with an emphasis that leaves nothing to the imagination.

Those who have studied the history of the printing trade and the men who made it can recall many well-known politicians, statesmen and diplomats who served their apprenticeship sorting pi. John A. Bingham, who for sixteen years represented the State of Ohio in the United States Congress and then for many years served as Minister to Japan, was very proud of the fact that he had served two years as an apprentice, and always made sure that that part of his career was given a prominent place in his biographical sketches.

General Daniel E. Sickles, who was in Congress half a century ago, described his business career with the one word, "printer"; while Amos Cummings, another well-remembered Congressman, also took care that the printing part of his history was given the place of honor in his biography. Joel Heatwole, state chairman of Minnesota and a member of Congress from that State, is another who always began his story with the fact that he once stood at the case.

And so the roll of famous printers can be traced backward, even to the time of one Benjamin Franklin, who set type and later became Minister to France. As many men have graduated from the ranks of the printers into public life as from any other profession, with the exception of law. So cheer up, you printers' devils; you, too, may some day be proud to write the word "printer" after your name.

The Ethics of Efficiency

By AN OLD-TIMER

IN the old time, when I worked as typesetter, proofreader, and foreman, we never heard the word efficiency used as it is now, and cost systems also were unknown, or at least the name was. But is efficiency, now that it is the object of so much special effort and study, any more earnestly desired or more highly esteemed than it was then? Is not the present vogue of cost system merely the evidence of a common conviction of the value of closer bookkeeping? These questions are not asked as of searching quality, and may be taken as merely crude precursors of the aim of this writing. Distinct answers to them are not necessary here.

Even in that old time some printers had what might have been called a cost system, and it was not uncommon for master printers to make systematic effort to get the fullest possible production from their men and machinery. One house especially I remember where minute regulations, then much disliked by workmen, were enforced. Many men would not work there, but they were mostly men who were not wanted there. There were time-clocks to record each one's time of presence, and "punching the clock" is the most prominent unusual feature that I remember, except the excellent one of having each boy work under instruction by some one man. In this matter of instruction that old-time office might well be imitated now. It is hardly necessary to say that workmen who stayed there more than a very short time were efficient. They had to do first-class work, and had to work steadily, not losing any time in idling. That office practically always had plenty of work, and always got not only good pay for it, but the highest pay.

Efficiency won its proper returns then, and long before then, just as it does now. Inefficiency failed just as it does now. An effusion by George Bernard

Shaw, just published, says that the only real equality for men is equality of income, and decries what he criticizes as the asserted meaning of the claim that all men are born equal, namely, equality of opportunity. He says a beggar's request for alms might be answered: "You have the same opportunity Barney Barnato had. Go and do as he did." He does not and can not refute the claim of equality at birth, but only gives it a meaning other than its true one. Give every man the same income as every other man, and how long will the incomes remain equal? Inequality would begin to develop immediately, for the simple reason that some men are efficient and some are inefficient. But these qualities are not immutable, as we have seen evidenced in many cases besides that of Barney Barnato.

I set type on a morning newspaper before machines were common, when we had seven hours' composition each night at fifty cents a thousand. It was a solid-looking paper, but appearances are deceitful; taken altogether it was very good work. I had a bountiful share of the not uncommon habit of criticizing marks on proofs and wasting time in efforts to secure rings. My bills suffered through this habit until I realized its foolishness and determined that the next week I would not stop once for such a purpose, no matter what came. The result was that for the six nights' work I got more than $44, instead of the $30 or so of former weeks, which smaller amount even was well above the average. Thenceforth I was a devotee of efficiency, though I did not then apply that name. I knew it as the one way to do justice to myself and to my employers, and I knew and now know that this applies to all cases, whether piece work or time work.

I think that fairly indicates the ethics of efficiency from the employee's point of view. It must have a different aspect from the employer's side. What the employer desires, and what he should get, is the full amount of a man's best work for full time, not an hour nor a half-hour less. Of course he knows that he can not get nearly the equivalent of an average rate of two thousand an hour of hand typesetting. Even the most severe ethical conviction would never induce a man capable of it to do so much regularly without the proportionate pay which he would surely get for piece work. The stimulus of good pay is necessary to enable a man to maintain great speed continuously, or to maintain his full capability of production whatever his speed may be.

A reminiscence may illustrate this. When a certain New York book-office used to have its making-up done by piece-workers, two of them, making up a set of books in small type, earned so much that after a while they were reduced to regular weekly wages, so that the cost to the office was not more than half what it had been. Under the new arrangement these men worked faithfully, as good men always do; but whether they did as much as before may be doubted. But that is immaterial; our concern is with the ethics of the employers' action. Their price to their customers was made on the basis of cost by the piece, and of course it was not reduced. Did they take unjust advantage of their power of control? Did might make right?

Another firm at that time and some years later had each compositor make up his own work, and paid its men for everything for which the firm could charge the customer. This firm and the other got very high prices for their work and had much of it. One kept all the advantage it could, the other gave its men all it could? Which exemplified the better ethics? So far as may be judged by a worker in both places, the latter always had the more efficient workmen.

We may assume that every one knows what efficiency is, in a general way at least, and that it is one of the most important desiderata. Can it be secured through enforcement of rules and regulations that savor of might, without due consideration of workmen's rights? Employers may make such rules and have them superficially observed, and still get much less in productive service than that of which their force is capable. But with conditions carefully adjusted to the personal rights of both parties, the workers who do not respond in the same spirit will be only the unworthy minority.

"THE CALL OF THE JOB"

In the crude job as we get it there is much rubbish. For work is a very human product. It is no better than we have made it, and even when it is redeemed from brutal drudgery it is apt to be scarred and warped by our stupidities and our ineptitudes. Out of the rough-hewn masses in which work comes to us it is our business — it is civilization's business — to shape a vocation fit for man. We shall have to remake it again and again; in the meantime, before we reject what we now have, it is worth while to see what we want.

What (besides better hours, better wages, healthier conditions) are the points of a good job? Imagine a sensible man looking for a satisfactory work, a vocational adviser guiding novices toward the best available occupation, and a statesman trying to mold the industrial world somewhat nearer to the heart's desire — what should they try for? Physical and financial standards determine what we get out of a job. But what shall we get in it? Much or little, I think, according to its fitness or unfitness for our personality — a factor much neglected nowadays.

Among the points of a good job I shall name seven: 1. Difficulty and crudeness enough to call out our latent powers of mastery. 2. Variety and initiative, balanced by monotony and supervision. 3. A boss. 4. A chance to achieve, to build something and to recognize what we have done. 5. A title and a place which is ours. 6. Connection with some institution, some firm or some cause which we can loyally serve. 7. Honorable and pleasant relations with our comrades in work.

Fulfil these conditions and work is one of the best things in life.
—Richard C. Cabot, in the Atlantic Monthly, November, 1913.



IT HAPPENS EVERY DAY

Drawn by JOHN T. NOLF, Printer

Who is this man? He is the operator of a composing machine. Why is he not operating the machine? He has to stop to read his copy. Why does he have to stop to read his copy? Because the boss allows the customer to send in copy-puzzles to amuse the operator. Does the operator think the puzzles funny? No. Does the boss? Not if he has a cost system? Does the customer like the copy-puzzles? Not when he sees the bills.

EDITORIAL

TIME is a first requisite to good work. An expert engraver speaking about promises impossible of fulfilment in a recent interview said: "The time taken to execute a fine piece of work will be forgotten, but the merit of the work will be remembered long after the job itself is forgotten. Inversely, a poor job will be a blemish, a blot and a stain upon the engraver's or printer's reputation, and the time taken to execute the job will not extenuate the fault even if the fact be remembered." Do not nag the producers to make promises they can not fulfil.

A Mark of Industrial Progress.

Marsden G. Scott, now serving his third term as president of New York Typographical Union, No. 6, in announcing himself as a candidate for the presidency of the International Typographical Union declares that the union "must create an arbitration system for the book and job printing industry"; and as for strikes and lockouts, he says:

"The flintlock musket did honorable and effective service many years ago, but its 'kick' was as vigorous as that of an army mule. Its half-pint charge of buckshot riddled the woodpecker and the chipmunk when it hit, but the man who pulled the trigger was lame in the shoulder for a month afterward.

"The strike has been an effective weapon for us, but it, too, carries a 'kick' and frequently causes unnecessary and irreparable damage. Neither of these weapons is to be ridiculed, but neither is modern. The flintlock musket has taken its place among the relics of other days, and the strike and the lockout belong there, too."

There are doubtless a large percentage of our readers who are surprised at these views so candidly and vigorously expressed by Mr. Scott, but those who have watched the march of events will see in these declarations another advance on the highway of progress. The development of the printing arts, and the personal acquirements necessary to become proficient in these arts, are of themselves bringing employer and employee to a degree of interdependence heretofore unknown. Therefore the time of compromises is here, and the forces that impel compromises are vastly more powerful than the strike or lockout ever were.

Practical Fraternizing.

Beginning the New Year with the proverbial good resolutions in first-class working condition and the ideal of our fraternal responsibilities warm in our imagination, the occasion is most propitious for renewed efforts to bring about some fruition from whatever there is of real fraternal spirit in the printing and publishing industry. To bring this exordium down from the academic to the practical we will refer the reader to a letter from Carlton M. Brosius, editor of the *Herald-Progress*, of Sumner, Mississippi, which appeared on page 230 of the November issue of THE INLAND PRINTER.

This letter evidently has inspired Otis F. Landers, editor of *The Enterprise*. Quincy, Gadsden County, Florida, to contribute a specimen of the chief product of his locality. Mr. Landers writes: "As nearly all the printers are sending you something novel from their localities, I am sending you a few leaves of Florida-Sumatra tobacco. This is the finest tobacco known for cigar wrappers, and is the principal product of this county. It is grown under artificial shade, to produce the fine texture and light color. An average yield is one thousand pounds to the acre, and it brings the grower from 30 to 55 cents a pound this year, though it has sold for $1 a pound. After the packers get through with it it brings from $1.50 to $5 a pound. It is as pliable and soft as silk."

It will be admitted that these letters, published in a magazine such as THE INLAND PRINTER, are of value to the localities which the writers represent. These writers will possibly be enterprising enough to let their constituents know of their efforts to give deserved publicity to the resources of the community. But these are merely incidents. The newspaper editor, so far as his relations with the merchants and business men of his community are involved, stands alone. His power to serve the community is localized, just as the

merchant's power to serve the community is localized. Yet if there is anything in organization or fraternity — anything actual — vital — it would seem that the newspaper man could send to other newspaper men information regarding his locality of a character interesting to readers everywhere. The "Fraternal Column" would widen the newspaper man's influence, so that he could say to his advertisers and readers, "I represent to you and this community much more than the local paper you are supporting. I represent a fraternity that carries the news of our communal resources, industries and achievements to thousands and thousands of readers. I represent the newspaper fraternity in keeping your town and



A FLORIDA-SUMATRA TOBACCO LEAF.

Original 20 inches long and 10 inches wide.
Courtesy of Otis F. Landers, editor of *The Enterprise*, Quincy, Florida.

county mapped in the minds of the public, and the value to you and this community is in the relations I establish for you with the newspaper fraternity at large as well as the service my paper does for your locality." It is obvious that the newspaper and printing fraternities have it in their power to make the fraternal spirit potential far beyond the courtesies and amenities that traditionally uphold. How far the interchange of industrial news could be carried would be determinable by the group or groups of newspaper editors who would take up the subject tentatively.

The Movement to Procure Protection Against Design Piracy.

As previously announced in these pages, the National Registration League is actively prosecuting its mission to protect design in all the arts and manufactures.

This is a movement of great importance to printers and publishers. Many manufacturers of articles in which the design is a prime element of the value are deterred from advertising them by catalogues or in periodicals, because such advertising, in the absence of protection for the design, is merely an added incentive to the design pirates, who benefit not only by appropriating the design but by appropriating the selling franchise created by advertising the original successful design.

This phase of the movement was developed by R. H. Waldo, president of the Quoin Club (composed of men interested in the management of the magazines), in addressing the large convention of manufacturers, the proceedings of which are reported below: "In concluding, let me urge you on in your splendid fight for new legislation. Once proper protection is accorded you will be able to reap the immense advantages of advertising and publicity, and your selling cost will decrease. Your great reward, besides a new business freedom, will be the superior trade opportunities which may be brought about by protecting design patents. And we magazine men, believing that vastly better trade conditions will be created by proper legislation in your behalf, will give you every assistance that lies within our power."

The demand for fair protection of design property has crystallized in the formation of the National Registration League, which held its first convention at the Hotel Astor, New York, November 21. Over three hundred manufacturers, importers, designers and trade-press editors attended, representing the leading industries in all sections of the country. The silk, wall-paper, silversmith, watch, type, stove and agricultural-implement industries were represented by speakers, who related their grievances and urged concerted action toward obtaining redress from the Congress, and the lace, jewelry and other decorative-arts industries also had representatives present.

Resolutions were passed urging the enactment

of a federal law for the registration of designs for manufactured products, and a committee was appointed to take action upon the resolutions.

The American manufacturer and designer is denied in his own country that protection which he has no difficulty in securing in foreign countries for his original designs. A design which in many instances has cost thousands of dollars to develop becomes the property of any one in the United States who chooses at a very small expense to imitate it; while the same design may be sold by the originator in a foreign country or used exclusively by himself in that country. In foreign countries industrial designs are protected by the same rules which apply to books, oil paintings, engravings and other examples of the fine arts, while here the industrial designs have to seek protection in the Patent Office under the rules which apply to purely mechanical inventions. A man proficient in the knowledge of mechanical movements, gears, levers and the like, has to pass on an artistic design which, if of the better class, must conform with recognized geometric forms or forms derived from nature, all of which have been used innumerable times, but which by new combinations and new gradations of line, of contour and of color are recognizable in their entirety as original conceptions; and the mechanical expert has to decide by a rigid formula, which in the case of types declares in effect that every letter that is structurally of a line approximately circular in form is an "O," irrespective of gradations or disposition of the lines and color in the letter. Thus it happens that patents are readily granted to freakish or abnormal designs. A letter "O" constructed of a series of angles not previously used would be recognized by the mechanical expert as novel, though it defied all the canons of good lettering. The Patent Office construes the law liberally, and issues patents readily enough, but the courts rarely sustain the patent issued to protect designs, owing to the unwise attempt of the law to apply the rules governing mechanical inventions to design inventions. Invariably in such suits the court agrees that the originator deserves the protection denied by the law. A vase-design of pleasing curves and symmetrical lines may have in it elements previously used in designing a thousand other vases and yet be actually a novel and original combination of such elements; and the design of such a vase would be protected in foreign countries, but is denied protection here. All the American manufacturer asks is to have established here the same protection accorded to original designs in foreign countries.

William H. Ingersoll of "dollar watch" fame favored the adoption in our laws of the German legislative principle regarding unfair trade, which says that any practice which is repugnant to good morals is against the law and can be stopped upon proof. It was pointed out by E. W. Bradford, president of the Patent Law Association, that design pirates invariably applied the stolen ideas to articles of inferior workmanship and value, and that in addition to losing the exclusive use of an original design the defrauded party frequently suffered a loss in reputation through the association of their design with the inferior work and materials used in the imitation. John S. Holbrook, of the Gorham Manufacturing and Silversmiths Company, related an instance in which a Gorham design, produced at great expense, and made in standard weights of silver, was imitated in silver so thin that it could be broken by one's thumbnail. Outwardly the piece was well calculated to deceive the unwary into the belief that it was a Gorham production, and if bought under such representations expressed or inferred the Gorham Company would not infrequently receive the censure of the victim of piracy for the inferior weight and quality of manufacture. Charles Cheney, of Cheney Brothers, and president of the Silk Manufacturers' Association of America, spoke on "The Piracy Curse in the Silk Industry," and vigorously denounced the theft of designs and patterns. There was a general agreement that the law should apply to American citizens and foreigners alike.

Robert W. Nelson, president of the American Type Founders Company, was elected chairman of the National Registration League, and J. Clyde Oswald, proprietor of *The American Printer*, vice-chairman. The secretary is S. M. Weatherly, who is in charge of the headquarters of the league at 1309 Race street, Philadelphia, Pennsylvania. E. W. Bradford, of Washington, was elected general counsel. Advisory Committee: John S. Holbrook, vice-president Gorham Manufacturing and Silversmiths Company; Charles Cheney, Cheney Brothers, president Silk Association of America; M. H. Birge, wall-paper manufacturer; George H. Barber, vice-president, Michigan Stove Company; Z. Van Raalte, lace manufacturer.

A pamphlet has been prepared by the league covering the whole matter, and this and other literature of the league may be had upon application to the secretary. It is decidedly in the interest of the printing trades that the desired reform should be effected, and printers and publishers should give the matter all the publicity at their command in order to further the work of the league.



MATERNITY.

Wife and daughter of Elbert Bede, Cottage Grove *Sentinel*, Cottage Grove, Oregon.
Photograph by the Armstrong Studios.

COST AND METHOD

BY BERNARD DANIELS.

Selling Below Cost.

Competition, that hydra-headed monster that is blamed for most of the ills that burden and annoy printerdom, is the excuse that is usually given for selling below cost and handing to our customers a real money gift.

Let us consider the matter a little and see whether it is ever really necessary to sell below or even at cost. There are just three reasons why it is usually done: To retain a customer whose other work seems valuable; to prevent our competitor from getting the job; and to keep the plant running in dull times. We will ignore the errors that cause such sales because they are not intentional.

First — You desire to retain a customer and because he has made the claim that he has a lower price you drop still lower and take the order at an actual loss. What have you gained? Certainly not a profit, nor yet a satisfied customer; he would have had more confidence in you had you told him that you were in business to make a profit and that the price quoted only contained a reasonable profit, and that you would be perfectly willing to show him your cost sheets on the job and take cost plus fifteen per cent when the job was finished. Now he thinks that you have been robbing him and will not again be willing to give you your first price. You have not only lost the confidence of your customer, which is the foundation of all profitable business, but your profit as well.

Second — You have named a losing price to prevent your competitor from getting the business. You knew you were going to lose money and perhaps realized that your customer would be wise enough to see his chance when the order was to be placed again, but you did it out of "pure cussedness." Suppose a large proportion of the printers did that, how long before you would be starved out of business? Present conditions show the effect on the buyer — this is what creates the shopper.

Third — You took that long run at less than cost to "keep your presses going and your organization from being broken up." That's the excuse, but what is the result? Orders to rush it through. "Taken low and must be pushed," you tell your foreman, and he passes it along to the pressman with embellishment of the language, and it does not take much of such work to demoralize the best-manned pressroom that was ever gotten together.

Necessity may arise to make it right to take a certain job at or near cost, but never below. If your object was to drive your competitor out of the market it would only be necessary to sell so close that he could not live, never to go below cost. And when such necessity arises from legitimate cause (not to kill a competitor) your customer should be informed that you are doing his work at cost, and why, and he should be shown the cost records to convince him of your integrity. You will find that he will seldom ask it a second time, and you will retain his respect.

As to the filler proposition — it is a delusion and a snare. You do a certain amount of work at a profit and think to add more at a lower price without increasing the cost; but if you keep a real cost system you will find this a delusion. The only items that do not increase are so small that you are surprised when you figure it up.

One more feature before we stop. A buyer who has bought a certain job at a certain low price will always remember the fact when placing the repeat order, and will always forget the conditions by which that price was obtained or any special reason you gave, even if you write it on the bill. If you will not repeat he will use your price as a club to get the other fellow to make a fool of himself, and generally succeeds. So that one low price has spoiled a buyer of printing not only for you but for the trade at large. And it does not stop there, for your competitor will retaliate and spoil another.

Why not be men and do as your customers do? Make a price for your goods and stick to it. Oh, yes, there is cutting in other lines, but not by the men who buy the most printing; they are usually successful through price maintenance and know what it means, and would respect you for maintaining your price.

To sum up, it is never really necessary to sell below cost, and seldom at a very small profit. If the usual market rate is below your cost of production, look up your records and see whether you are properly equipped for that class of work or what the leaks are, and when satisfied that your price is right get your fellow printers together and discuss the matter and see why the low price prevails. Usually it will be found to be because of ignorance. Then work for a correct market rate or give up that class of business. But never, never knowingly sell below cost.

The Yearly Round-up

Many printers, like other business men, make an annual round-up of their affairs and try to ascertain just where they stand financially and lay plans for the coming year, and this is about the usual time for this pleasant — or perhaps unpleasant — task to be taken up.

If you have during the past or some previous year made a loose-leaf or card-index inventory with a page or card for every individual font of type, piece of machinery, fixture, and lot of stock, it will be easy to know the invoice and present value of your plant, as the additions and subtractions have been made when they occurred, and all you have to do is total the figures. If you have not yet made this labor-saving inventory make it now. It will require very little more time than a book inventory and will save for ever after, as it need never be rewritten as a whole.

Of course, your books have been carefully kept, and you can soon tell how much you owe or are owed and the amount of cash on hand; and the balance due you on this

combination, added to your present value as shown by your inventory, is the correct amount of capital you have in the business, and will be the basis of your interest charge for the next year at local legal rates.

And when you have added up all your assets do not forget that the liability column must contain these items before you can say you have any profit: Interest on total investment, depreciation on invoice value of plant and fixtures at least ten per cent, and allowance for bad debts, unless you have charged off to profit and loss all really doubtful ones. Naturally, you have included your personal salary in the pay-roll from month to month, if not, charge it off now as a liability. These, then, with your current liabilities having been deducted from your assets, show your net worth, and the increase in that net worth over the previous annual statement shows your real profit — if so be you have made any — and we sincerely hope that it will be at least twenty per cent of your gross business.

Do not forget that your interest and depreciation are to be cash payments taken from the business and not merely accumulations of dilapidated or new machinery. The interest belongs to the man who furnishes the capital, but the depreciation should be invested or deposited in some bank or institution where it forms a replacement fund, and you are really impairing your capital when you fail to do this. The present value of the plant and the amount in the renewal fund should equal the price of the new machinery, material or fixtures, etc.; not your book value, but the actual forced-sale value, which is quite different.

Every machine in your plant has three values — we say machine, but mean the whole physical plant. First, its present useful value which you can recover from the insurance company, regardless of whether it is new or old — a standard of value ranging from one-half to two-thirds its cost. Second, its book value at which you carry it is part of your investment, being its cost less whatever you have deducted for wear and tear or depreciation. This will, in many cases, be higher than the insurance value on nearly new machinery or tools, and often lower on the older plant. Third, its sale value — the price you could get for it if you were compelled to dispose of it for cash owing to changing business conditions or going in for work for which it would not be suitable. This will always be the lowest value. And this is the value that should be balanced by the reserve or replacement fund to make up full invoice value.



Where is the fleetness of thy feet,
Where the brightness of thine eye?
Is their loss then but thine own that men
Rejoice to have them die?

Photograph by R. R. Sallows, Goderich, Canada.

In calculating profits this depreciation fund is considered as something outside of the business and not counted as part of your capital or assets in making up your profits. It has passed beyond your control, so to speak, though some do carry the interest accruing on it into the profit side of the profit and loss account, while others allow it to accumulate in the replacement account until that account shall become large enough to renew the plant, when payment to it may stop.

But don't enthuse, that day would be very far distant, for always before that date some machine has to be replaced and the price in excess of the sale value of the old machine is to be taken from the replacement fund. Not new machines added for growth of business; they should come out of profits or increased capital invested.

Now go over your annual statement with these ideas in

view and see how much of a profit you have made — and perhaps how much more than that supposed profit you owe to your replacement fund to say nothing of the interest.

Think this over and see how you would feel if you were only a stockholder in your business instead of its head and manager. Would you be satisfied with your present statement and the financial condition it really shows, or would you be clamoring for a better showing next year?

Happy are you if the first is the case, and if the latter clamor also for a real cost system in the plant that will show conditions right through the year from job to job and permit close corrections instead of postponing them until the end of the year because no one knows just how things really are going.

Now is the time to look this cost-system question squarely in the face and get it working for you as it has for every man who has put it in and honestly followed its showing.

The Law Brief Again.

From time to time letters have been received anent the discussion of the cheap law-brief printers, but while their writers make claims that they are making money they fail to give any figures from their cost sheets to prove it. One exception, however, is a Pacific coast man who admits he runs a small plant and gets his "lino" set outside. He says that the compositor and pressman did the work on a job press, using two chases, and that accounts for their time being grouped. He also claims a very low overhead cost, as will be seen by his charges.

The job was a brief of 102 pages and cover, set in twelve-point, twenty-one ems wide (a very small page), and here are the items.

Machine composition, twelve-point, 21 ems, per bill.	$34.75
Labor of compositor and pressman	14.25
Leading by apprentice	1.50
Paper stock, inside and cover	2.60
Cutting and handling stock	.50
Chasing proof to customer and machine	1.00
Binding	1.60
Trimming (really part of binding)	.50
Ink	.25
Incidentals — oil, rags, benzin, etc.	.25
Delivering	.50
	$57.70
Twenty-five per cent for profit	14.45
Total	$72.15

Our correspondent says:

"The brief made 102 pages and cover, which was charged as two pages, and I charged 85 cents a page for 104 pages, and billed the job as $88.40, and consider that I made money."

Our correspondent's figures have been copied just as he sends them, as they show a cost of more than 50 cents a page and a minimum selling price of 75 cents, which, owing to the fact that he did not have an accurate cost system he felt inclined to doubt and raised to about 85 cents a page.

This will close this discussion for the present, but we want to call attention to the fact that it is high time that printers get busy along the line of formulating the right price for each class of work regardless of lawyers or buyers, and also regardless of the fact that the illy equipped plant could not produce the goods at the price, much less make a profit. Then we shall see the various classes of work turning to those firms having the proper equipment for handling them to the best advantage, and all printers better off than they are now, trying to do everything while equipped for nothing.

Absolute Prices Versus Approximate.

A California correspondent calls attention to the injustice to the printer that is worked by those customers who demand absolute prices in advance — sometimes in advance of the preparation of the copy — and who secure from six to ten estimates, or we should say bids, from as many different printers. Here is an extract from his letter:

"An organization of this city is at present having printed a constitution and by-laws and brought the copy to me for a bid. Copy was partly reprint and partly manuscript, pasted up in such shape that it would have consumed considerable time to figure just how many pages it would make. One printer told me that it took him two hours and a half to make up his bid. I offered to do the work at a certain price per page, but the committee insisted upon a flat-price bid. This I refused, as I did not consider the proposition a fair one and the job was not a large one. Six other printers besides myself were asked to figure on the job, and assuming that they each required the same time for figuring, you can see that fifteen hours' time would have been wasted and that at only $1 an hour would mean $15, or more than the total profit on the job, and the printers of the city as a whole were at a loss even if the successful bidder did get the work at a right price."

Here is a very important problem in the "cost and method" of handling printing. What are we going to do to prevent such absolute loss? This is only a minor case; the editor knows of cases where seven or eight printers made dummies and sketches worth from $15 to $50 each on jobs that were finally sold for less than $1,000.

It is a growing evil, too, and must be dealt with and settled in the near future. We admit without reserve that the buyer has a right to know what he is buying and that he has an equal right to know as nearly as possible in advance about what it is going to cost him, and in some cases a right to know exactly how much he will be asked to pay; but the seller — the printer — also has his right to know exactly what he is figuring on and to see the exact copy in good readable shape when asked to make an exact bid. Further than this he has the right to know who he is bidding against and how many bids are being asked.

Of course, he never has had this right acknowledged or even recognized by the buyer, but it undoubtedly exists, and printers generally should get together on this point and refuse to make anything beyond an approximate bid unless the full and correct copy is submitted to them and their estimator given ample time to make his calculations.

If printers generally would adopt a standard form of estimate or tender and live up to a few rules like the following, the nuisance of the shopping buyer of printing would be largely reduced and in a short time abated altogether.

RULES TO BE OBSERVED IN SUBMITTING ESTIMATES.

No estimate will be given unless copy is shown in full and style either selected or left absolutely to bidder; in the latter case he will show sample for style.

Absolute figures will not be given on partially prepared copy or on sample of a previous edition of the same or a similar job.

Sketches and drawings will not be made unless buyer is willing to pay a reasonable charge for the service in case they are rejected or not used.

Detailed estimates of the various parts or operations in the manufacture of a job of printing will not be given under any conditions. The buyer has no right to such inside information. The exception to this being in the case of engravings for illustrations, which will be bid upon as a separate item.

All estimates given upon partially prepared copy or from last edition prints, or a similar job, shall contain a statement such as this: "This estimate is only an approximation, and the price actually charged may be higher or lower, according to actual conditions found when complete

copy is furnished and job finished. This firm is not bound in any way to either receive this job or complete the work at this price should copy and conditions vary from those stated in this estimate."

Such a stand on the part of printers would soon put a stop to the unnecessary sketch and the wild estimate made from some untechnical descriptions of what is wanted.

Some one connected with the national organization of printers ought to take the matter up and see that such an estimate or general contract blank is prepared and that organized printers are lined up to push it into general use.

The majority of our customers are honest in their intentions, but ignorant as to what is necessary for the printer in his estimating and contracting department, and innocently ask for the bids of various printers in order to protect themselves from their own ignorance and the supposed cupidity of the printer. Let us, then, prepare the uniform standard estimate blank and show the buyer of printing that we as business printers desire to treat him squarely.

Handling Machine Composition.

Only a few years ago it was simply a question of quality as between certain typesetting machines and handwork, and the publisher and the employing printer had a choice in the matter as their preferences or pocketbooks might influence them; but it is not so to-day; it is now machine composition or nothing on every job requiring more than a few thousand ems of plain matter. This is the era of machine composition, and hand compositors are so scarce and their speed so low that it would be almost suicidal to attempt any work of even moderate size as a hand-set job. On the other hand, the machine operators have become so expert and the manufacturers have supplied so many extra facilities that we really do not miss our old friend, the Knight of the Composing-stick.

These new conditions have also brought about new methods of handling type-matter, whether slug or individual letters, and made possible many savings that were not even thought of in the olden days. And the writer looks to see still greater economies in the very near future.

As we all know, distribution is and has been a great time-consumer in the composing-room, taking from twenty to twenty-five per cent of all the time paid for, so far as the compositor is concerned. Here is a place for some good management to make a great saving. Yes, of course, all slug and machine-cast matter is dumped without "dis.," but how much more could be done by a little forethought. The machines now set from five to eighteen point in a number of faces, and there is no reason why by means of a careful layout almost all catalogue and booklet work should not be cast so as to require very few leads in the make-up and a small fraction of time to extract them in the wind-up. Then again, there is the duplicate job that is so easily done on either linotype or monotype at less cost in most cases than electrotyping with its accompanying foundry lock-up; and certainly with less delay.

Every plant using machines should have the work carefully laid out to proper scale and particular attention given to utilizing the peculiarities of the machines you have, and with the thought always in mind that make-up and distribution shall be reduced to the minimum. It is wonderful what can be done. We recall a large mail-order catalogue of about 250 pages where almost one thousand hours were saved by a careful layout, which only required about two hundred hours of the layout man's time. And some of those thousand hours were machine time, too. It paid well in cold cash and in the appearance of the job, which was more readable and more uniform in style.

Then there is the typecaster that makes type for your cases. Keep careful record on that useful new recruit to the composing-room and see just how much it costs to make your type — not a few sorts at a time, but in reasonable quantities so as to have full cases to set from. At first it will cost so much you will want to distribute it, but when you deduct from the cost the saving in time from having full cases, the saving in the pressroom from having new type, and the saving of distribution, you will probably decide that it does not pay to distribute anything except foundry type, and perhaps the day will come when some one will invent a process that will bring the cost of foundry type in the favored class.

Now here are a few pointers in handling machine composition:

Remember that copy should be so prepared that it can be read as fast as the operator can set the type, or in other words, use the keys, and that every time this is not done you are losing money, as both man and machine are idle while he is trying to decipher "phoney" copy.

Bear in mind that a good operator who puts on the galley 2,500 ems that need no correction is worth more than one who gets 3,000 and requires from ten to twenty minutes correction for each thousand ems. It is salable product you pay for.

Mark every job of which you need a duplicate, and let the two be set together. There is little risk in this with a good operator.

Make it a rule to have storage space enough to keep any job which is likely to come up again in practically the same form in twelve months or less. The interest on the metal tied up will not nearly equal the profit on the composition saved. But do not give the saving to your customer.

Keep your machines in perfect condition, and add every improvement as soon as it comes on the market if it is useful in the class of work you are doing.

Specialize on some one class of work, as this requires a less expensive equipment than if you try to do everything, and besides, your operators become expert on that particular line and give you a greater output for each dollar of expense.

And for goodness sake don't forget that while it used to take from $800 to $1,000 a compositor to equip the composing-room, you have fully four times that much invested for each man in your machine-composition room, and that the cost per hour while not rising in proportion is much greater.

Finally, make up your mind to work toward the abolition of distribution as far as possible, so as to reduce the dead load of nonproductive time that your composing-room must carry.

Attention to these factors will give you a much lower hour-cost, unless you are overequipped or attempt to carry the old line of foundry type as well as your own make. There will always be some faces and some sizes that you can not make, and until the reformation of the typefounder comes you will have to distribute these, but careful management will reduce them to the minimum. All type that is not in use because of its being duplicated on the machine should be fed to the machine and returned to the cases as new type.

Distribution will never be entirely done away with, but can be reduced to ten per cent or less, thus allowing for an increase in the present sixty-five to seventy per cent productive dead time in the composing-room and allowing it to rise to eighty or eighty-five per cent.



AFTER THE OPERA

Four-color engraving by the Barnes-Crosby Company, Chicago
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Dullo Process Inks—Yellow 165, Red 308, Black 166, Blue 185

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

PROOF MARKS AND THE PRINTER.

To the Editor: WILMINGTON, DEL., Nov. 16, 1913.

The attached clipping of our advertisement in a furniture magazine may serve as the basis of an article, either in light or heavy vein, as to whether or not it would be advisable to have the printing fraternities standardize either the word "Delete" or its highly fantastic symbol somewhat resembling a lower-case "d." If such were done, it would prevent a recurrence of such ludicrous and expensive situations disclosed by the word "Delete" in the display section of our advertisement.



Instructions to the Printer Worked into the Ad.

When proof was submitted for our approval, it contained our trade-mark as you see in the advertisement. Also there was the word "Du Pont" enclosed in an oval directly below the combination trade-mark. Not wanting the "Du Pont" oval, we drew a line through it and wrote "Delete" in the margin. We certainly feel that the compositor or proofreader were absent, and the correction was made by that ever-present aid, the "devil"—because only such a genius could make and exploit so quickly a product like "Delete Leather!"

We pass this incident to you without any desire to detract from the individual ability of compositor or his versatile understudy—the "devil." It simply illustrates what miracles in manufacturing may be quickly and wonderfully produced with a few pieces of type metal and widely proclaimed by printers' ink.

If your readers will in the future exercise more supervision over the attempts of their "satanic" helpers, we shall not be burdened with unexpected additions to our Fabrikoid product—and no doubt other advertisers will share our sense of security.

GEORGE FRANK LORD,
Manager Advertising Division.

MACHINE TRANSPOSITIONS.

To the Editor: PORT JERVIS, N. Y., Dec. 14, 1913.

The article on "Transpositions," by C. S. Gunn, in THE INLAND PRINTER is interesting, but seems to me biased, placing the blame of transpositions upon operators.

Brother Gunn's experience in one of the largest composing-rooms in the United States is, I think, confined to a class of work wholly in a class by itself. If he would take up the average paper published in this country he would discover many errors in these papers, principally transpositions, that are unquestionably machine troubles. For instance, the transposition in the word "of"—is there any good operator who would punch the "f" button before he would punch the "o" button? He might possibly do so in a word having two of the buttons near each other. Doublets and outs are invariably the cause of poor copy.

Transpositions, and I have had many of them, I can trace, always in troubles that are overlooked, or not quite readily found, yet upon close and careful investigation will be located and remedied. The booklet issued by the Mergenthaler Company, "Suggestions to Operators," containing information on all troubles and remedies, if followed up, will usually relieve the anxiety and fussing and fuming caused by linotype troubles.

True, one shift of operators may do better work than another shift of operators, but does that signify or establish the fact that transpositions are wholly the cause of the operators? It does not take very long for a little thing to happen, unseen and unnoticed, momentarily to make trouble.

I have known a machine to go along merrily for eight

hours of a day, and then when operating again for a few hours in the evening of the same day, the proofs would show many transpositions. Why? Has the same operator that worked the keyboard during the daytime in doing the same stunt in the evening changed his mode of operating or lost control of the keyboard? No! Has not something happened to interfere in some way with the passage of the matrices, or has not something happened to the matrices themselves, or the whole escapement mechanism? What may take a day or two to accumulate will and can show up at once without seeming just cause, but thought and examination will reveal it.

I believe it is wholly within the hands of an operator-machinist to trace all transpositions by intelligent and careful search; although many times unable to find the causes of the transpositions immediately, a persistent search will find the mischief-maker.

And, let me add, that the output in the printed matter of the Government print-shop is not wholly without transpositions, that the writer of this article, who handles very many of the agricultural bulletins of the Government, has come to the conclusion that transpositions occur even in that shop, where expert men are supposed to be on the job.

The article referred to by Mr. Gunn is not wrong or misleading, and in the case of radical transpositions there is no need of argument as to whom to lay the blame. There is only one thing to do, namely, "Seek and ye shall find."

K. E. Kaselitz.

MACHINE TRANSPOSITIONS.

To the Editor: Washington, D. C., Dec. 10, 1913.

In last month's Inland Printer the statement was made by the undersigned that a majority of linotype-machine transpositions are due to the operator. I have been told by some operators that the statement was correct; by others wrong; and again, that I was prejudiced from the standpoint of the machinist. If the readers will pardon a personal reference at this time, permit me to say that for five years I was an operator, and for several years previous to that a printer, before taking up the mechanical end exclusively. I wish to be reasonable — and in that light let us look at the machine — the linotype.

It is a marvel of ingenuity; its belts travel and its parts work in perfect unison; it will assemble matrices just as fast as the human fingers can touch the keys. An operator of fair ability will send into its assembler matrices at the rate of 240 per minute — say forty words — with a spaceband between each word. The majority of transpositions are generally due to the spaceband beating the last letter of some word into the assembler. The operator employs several fingers of his two hands in operating the keyboard. With the little finger of his left hand he strikes the spaceband bar at the completion of each word. It is a movement that is fixed in the mind and becomes almost automatic. Sometimes, and very often, the last letter before a space is located far to the right or in center of the magazine. If one-quarter of one second is allowed between the striking of the letter and the spaceband there will be no transpositions. But, if the striking of the letter and the spaceband bar is done almost simultaneously (which is too often the case) there is nothing else for the heavier spaceband with its direct fall to do but beat the letter. These figures are based on a machine running six and one-half lines per minute. The faster the machine the greater the operator's chance for false fingering. "To err is human," and I ask which is the more reasonable to believe erred, this perfectly timed machine or this human being? I ask is it just to the machine to place at its door faults created for it by those entrusted with its operations? You were told when you began to work it that its keyboard was timed in proportion to the other parts of the machine. No, you are not satisfied. To accommodate the freak ideas of some operator the speed of the keyboard must be changed. An investigation would probably develop the fact that one-half the linotype machines in the country have the keyboard speeded — but not the matrix-delivery belt in proportion, the result being the spaceband is not timed suitably with the matrices. You want speed, Mr. Operator. And again I ask, why do you want a machine to run at a rate that would cast seven or eight lines per minute when you can't set but four? One operator says it's because he likes to get his double letters in a hurry; another, that he likes to work fast a while and then rest. When you demand unnatural conditions to meet your freakishness is it just to blame the machine?

Now just a word to the proofreader who so readily recognizes transpositions among other things as machine errors. I seriously doubt if one reader in ten has ever had the slightest experience as an operator, and his knowledge of what constitutes a machine error is based solely upon what his good friend the operator told him; and this particular operator who goes about peddling advice in every department of a shop is generally the fellow whose product needs the greatest amount of protection.

And again, just a word to the proprietor and the business manager. The chances are that your head machinist is known more often by number than by name. You put thousands of dollars' worth of machinery in his care and when you want to discuss its needs or condition you call your foreman. He tells you that this machine and that machine is in bad condition. He knows, for the operator told him so. You don't send for that head machinist and ask the reason why. Oh, no! You tell the foreman to go back and tell him there will be another man on the job if things do not change. Your foreman probably caused him to permit the things which he has complained of, and demands that he do something to remedy the trouble he caused to be created.

In conclusion, Mr. Editor, let me say the stand I take for the machine is based upon its being kept in the condition sent out by its makers. If freak ideas of machinists and operators are to be substituted for those of its makers; if some parts are to be speeded and others not; if filth is to cover this delicately adjusted machine where cleanliness should be supreme, then my sympathy goes out to the business office. I have no use for the machinist who will not lend every effort to remedy any defect complained of by the operator, nor have I any for the operator who, when the machinist is needed, lays back in his chair and yells, "Hey, you, Screwdriver; get the oil can and dope this cider mill." It's the machinist's duty to explain to the operator the reasons why some of the things he requests can not be granted; show him what would result and prove to him that the transposition which he complains of is the work of his own fingering.

Harmony between operator and machinist is essential to the success of each, and for the sake of that harmony keep hands off the trigger. The old mill is all right. While we were out the night before, like a lone sentinel it has stood watch o' the night. It is ready to receive that spark of electricity which puts life into parts. It will do what your hands direct it to do — therefore, direct it right.

Charles S. Gunn.

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

XII.— HISTORIES OF PRINTING IN AMERICA—*(Continued)*.

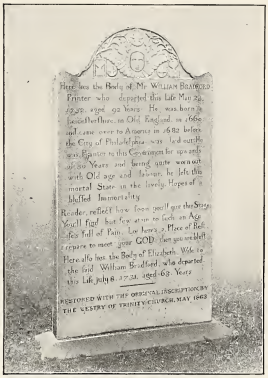
BY HENRY LEWIS BULLEN.

IT does not appear that the Dutch settlers of New Amsterdam made any effort to introduce printing, and when the British finally captured the territory and renamed the capital city New York, in 1674, the Government did not encourage printing. Part of the instructions to Governor Dongan read: "Forasmuch as great inconvenience may arise by the liberty of printing within our Province of New York, you are to provide by all necessary orders that no person keep any press for printing." That was in the reign of James II., who three years later was a fugitive, with a more liberal successor on the throne — William of Orange. In 1693 the Governor and Council of the Province of New York "Resolved in Council, That if a Printer will come and settle in the city of New York for the printing of our Acts of Assembly and Publick Papers, he shall be allowed the sum of £40 ($200) current money of New York per annum for his salary, and have the benefit of his printing besides what serves the publick." William Bradford I. accepted this invitation and brought his little plant from Philadelphia in the same year. Two years later his salary was increased to £60 a year, and in 1702 to £75. In 1693 the salary of the Surveyor-General of the province was also £40. Bradford's compensation was quite liberal, when we remember that the Surveyor-General's duties kept him constantly employed, while the printer worked for the province intermittently. The province paid for the materials used on its work, and after furnishing a limited number of copies of official printing to the authorities Bradford sold the balance to the public. As official printer, Bradford's name appears in the list of "officers of the Crown." He was a prosperous and honored citizen, a vestryman of Trinity Church, and ranked above merchants of all classes. Printers in other colonies envied his prosperity. Thus Keimer, who was Benjamin Franklin's first employer in Philadelphia, relieves his discontent in verse:

> "In Penn's sylvan country Type feels no disaster;
> The Printers grow rich; one is Post-master.
> His father, a printer, is paid for his work
> And wallows in plenty just now in New York
> Though quite past his work and old as my Grannum,
> The Government pays him pounds forty per annum."

In 1863 the "two hundredth birthday of William Bradford" was commemorated quite elaborately in the city of New York. The celebration was three years late. On the tombstone of Bradford in Trinity churchyard, in New York, 1660 is given as the date of his birth, but in an almanac printed by him, in 1739, it is printed that he was born in 1663, which date had been accepted by historians. A descendant of Bradford has recently established the correctness of the earlier date on the tombstone, of which a view is printed on this page. The tri-centenary of Bradford's birth should be celebrated in 1960. May we all be there. The chief source of information relating to Bradford is "An Address delivered at the Celebration of the New York Historical Society, May 20, 1863, of the Two Hundredth Birthday of Mr. William Bradford, who introduced the Art of Printing into the Middle Colonies of British America," by John William Wallace, Albany, New York, 1863, 8vo, 114 pages, with plates, worth about $5. "Historical Notes on the Introduction of Printing into New York, 1693," by George H. Moore, New York, 1887, 8vo, 18 pages, worth about $2, discloses facts additional to those recorded by Wallace.

William Bradford had two apprentices who achieved fame. One of these was John Peter Zenger, whose apprenticeship commenced in 1711 and continued for eight years. In 1725 he commenced printing on his own account, establishing the second press in New York. Bradford established the first newspaper in New York in 1725 — the *New York Gazette* — and Zenger established the second in 1733 — the *New York Weekly Journal*, which very soon made a great stir in the world. Zenger himself was apparently a man of little force, but his paper was subsidized and controlled by influential citizens opposing the rule of an unpopular governor. In less than a year Zenger was indicted and arrested for libeling the provincial government, and Nos. 7, 47, 48 and 49 of his paper were ordered

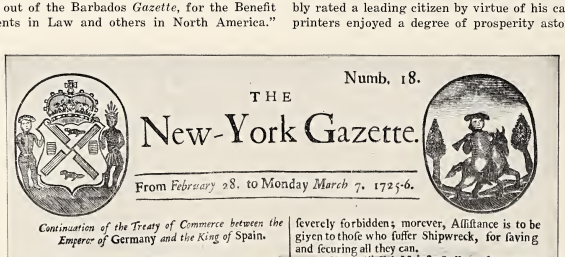


Tomb of William Bradford I., in Trinity Churchyard, New York. He established the first printing-office in Philadelphia and also in New York.

to be "burnt by the Hands of the common Hangman, or Whipper, near the Pillory in this City." Two friendly and well-known lawyers who attempted to secure his release were disbarred by the court. The history of these proceedings was first given in "The Complaint of James Alexander and William Smith to the Committee of the General Assembly of the Colony of New York," a rare 4to pamphlet of 19 pages, dated December 27, 1735, a copy of which is worth about $150, being a plea for their reinstatement at the bar. Zenger was finally tried in July, 1735. As no New York lawyer dared to defend him, the services of Andrew Hamilton, of Philadelphia (the most eminent American lawyer of that time), were retained, and he secured the acquittal of his client after an imprisonment of thirty-five weeks. The mayor and citizens of New York being in opposition to the governor, the verdict was popular. The freedom of the city was granted to Hamilton in the usual sort of an expensive gold box. The citizens made holiday and saluted the lawyer with salvos of cannon. Zenger was the local hero of the hour and Bradford went into eclipse. Zenger was appointed Printer to

the New York Assembly and to the Assembly of New Jersey. The outcome of this trial was of more than local importance. A distinguished authority says, "It marks the foot of humanity advanced a rung higher on the ladder of universal freedom." It was in fact the first occasion in any court in any country in which a printer sued for libel had been declared not guilty. The theory of the law had ever been that the duty of the jury was limited to passing upon the fact of publication, and that "the greater the truth the greater the libel." That the happy event of this trial was regarded by newspaper publishers as a great forward step is proved by the publicity it received. In 1736 Zenger published "A Brief Narrative of the Case and Tryal of John Peter Zenger, Printer of the *New York Weekly Journal*," and in 1737 "Remarks on Zenger's Tryal, taken out of the Barbados *Gazette*, for the Benefit of the Students in Law and others in North America."

until 1752, in which year he opened a book store and a printing-office and established *The Mercury*. He prospered steadily until his death in 1807. His tomb is in Trinity churchyard. He left by will to his wife an annuity of £700 ($3,500); to two daughters £2,000 ($10,000) each; to another daughter an annuity of £200 ($1,000). The foregoing bequests to his daughters were made to equal various amounts given during his lifetime to two married daughters, and the residuary estate was divided between the daughters. As we remember the high purchasing value of money in 1807, and also the contentment of this man during seven years of a wage of $1.25 per week with board, and that during his life the War of Independence was fought and won, we count the result as marvelous. In those days of wooden hand presses the printer was invariably rated a leading citizen by virtue of his calling, and the printers enjoyed a degree of prosperity astonishing to us


Numb. 18.

THE

New-York Gazette.

From *February* 28. to Monday *March* 7. 1725-6.

Continuation of the Treaty of Commerce between the Emperor of Germany *and the King of* Spain.

Article 27.

THE Subjects on both sides shall be allowed to chuſe, at their own Pleaſure, Councils, Agents, Attornies, Solicitors and Brokers

ſeverely forbidden; morever, Aſſiſtance is to be giyen to thoſe who ſuffer Shipwreck, for ſaving and ſecuring all they can.

34. His Catholick Majeſty ſhall, under no Pretext whatſoever, for a limited Price to the Merchandizes belonging to his Imperial Majeſty's Subjects, but they ſhall be at Liberty to ſell them at

Reduced facsimile of the heading of the earliest issue now known to be in existence of the first newspaper printed in New York. William Bradford L. printer and publisher.

In 1738 the above was reprinted in Boston by Thomas Fleet. In the same year, in London, J. Wilford issued four editions, and J. Roberts and an unknown publisher, one edition each. Seven other editions were issued before 1800. All these editions are scarce and expensive. The whole matter is fully covered in "John Peter Zenger, his Press, his Trial, and a Bibliography of Zenger Imprints, with a Reprint of the First Edition of the Trial," by Livingston Rutherford, New York, 1904, 8vo, illustrated, 275 pages, price about $12.50.

The only comprehensive history of early printing in New York is "Sketches of Printers and Printing in Colonial New York," by Charles R. Hildeburn, New York, 1895, 12mo, illustrated, 189 pages, worth about $7.50. It gives necessarily brief accounts of thirty-three master printers and their work from 1693 to 1800. "The Journal of Hugh Gaine, printer," 8vo, edited by Paul Leicester Ford, 8vo, illustrated, New York, 1901, worth about $20, is important. Vol. I, 240 pages, contains the Biography and Bibliography, and Vol. II, 235 pages, the Journal and Letters. Gaine was a young Irish journeyman printer who arrived in New York in 1745 and was hired in a printing-plant owned by Parker and Franklin, at the wage of $1.25 a week, which was later increased by a small allowance for board. We remember that Bradford then had a salary or subsidy of £75 ($350) per year, and realize the great purchasing power of money in those times. That he was satisfied is proved by the fact that he continued with Parker

who mourn the lack of profits at our numerous cost congresses. There is a book for printers, now in its third edition, which among other misinformation asserts of these printers who used hand presses: "It should not have been difficult to arrive at a price for work in those days, yet printers never became rich. If they kept out of the sheriff's hands they were judged to be successful printers." This dictum is quite untrue; happily, the reverse was true. Printers of the eighteenth century ranked high in the esteem of the communities, and prospered financially.

But as the nineteenth century unfolded itself the printers of America steadily lost standing in both social and commercial circles. Their typographical activities have found no historian, and their annals are sparse and scattered. Joel Munsell, printer, published, in 1850, "Typographical Miscellany, Historical and Practical," Albany, 8vo, illustrated, 274 pages, now worth about $5. This was begun "with the view of collecting the history of printing in the State of New York by Counties," but Munsell failed to secure sufficient coöperation from the printers. "The original plan was soon abandoned," and the scope of the work was changed; nevertheless there is some important historical matter in this book. Munsell started his printing business in Albany in 1836. After Isaiah Thomas he was the first man in America to collect a typographical library. This library was subsequently purchased by the State Library of New York, which in 1858 issued a "Cata-

logue of Books on Bibliography, Typography and Engraving," 8vo, 143 pages — a useful collection, since increased. Munsell also collected ten thousand specimens of newspapers, many of special value, and these, bound in one hundred volumes, are in the State Library. In 1876 he printed and published his very useful "Chronology of Paper and Papermaking." His descendants carry on his printing business in Albany at 542 Broadway under the name of Charles Munsell.

Printing expanded westward along the Hudson river and Erie canal. There was a surprising amount of book-printing in towns on the Hudson. The Bullock web press, the first web perfecting press, was invented in Catskill. At one time there were three typefoundries in Albany. "The Press of Onondaga," by Charles E. Fitch, Syracuse, 1868, 8vo, 16 pages, worth about $2.50, affords a reliable history of printing in the region contiguous to Syracuse. "History of the Press of Western New York," by Frederick Follett, Rochester, 1847, 8vo, 76 pages, does the same good service for seventeen western counties. It is worth about $2.50, and contains in addition the "Proceedings of the Printers' Festival held on the 141st Anniversary of the Birthday of Franklin in the City of Rochester." Here are printed the names of one hundred and ninety-two celebrants, with a band of twelve pieces; also the menu, with ten kinds of meat, swans, partridges, four kinds each of fish and oysters, ten kinds of pies, including carrot-pie and flour-pie, and six kinds of dessert. "While discussing the dessert, the following toasts were announced, and received with rapturous applause," says the report, and then follows thirteen regular and one hundred and twenty-eight (!) volunteer toasts, after which three healthy resolutions were proposed and carried. Here is a sample toast: "By a lady — The Lords of Creation: The *first edition* of a *work* which should be in every household library. May each *page* added to the *volume* be a *perfect copy* of the original." And finally we are told that the band did nobly, furnishing "an appropriate air to every sentiment, grave or gay" — one hundred and forty-one of them! The sun of another day dawned on this Gargantuan feast — to some there seemed to be two or three suns.

A vivid picture of printing conditions in those crude days may be found in "Autobiography of Thurlow Weed," Boston, 1883, 8vo, illustrated, 657 pages. Weed was a printer, born in Cairo, New York, in 1797. He entered a printing-office in Catskill at the age of eleven. His first occupation was "treading pelts" for making inking balls, for composition rollers were then uninvented. The green sheepskins underwent a sort of tanning process between the bare feet and the floor. In 1814 began to be substituted dressed deerskin instead of sheepskin, and the older printers resented the innovation. Young Weed picked up his trade in the wilds of New York, in Manlius, Scipio, and Utica, and finished in Albany. He reached New York city in 1815. There Weed had as "press partner" James Harper, founder of Harper Brothers, who was then working a wooden hand press on piece work. Weed and Harper earned from $12 to $13 per week, going to "the office in the morning as soon as it was light, and doing in the summer months a third of our day's work before breakfast." Board and lodging cost $2.50 a week, and earnest, temperate lads such as Harper and Weed saved money. Thomas MacKellar was an apprentice at that time, working on a two-pull wooden hand press. (The platen of the wooden hand press was half the area of the bed, and on a form larger than half the size of the bed two pulls were required.) Weed was a rover within the State, and took to politics very early. He finally established the *Albany Evening Journal*, now the property of his grandson, William Barnes, who has succeeded his grandfather as Republican boss. His son, James Weed, established the printing-house of Weed, Parsons & Co., in Albany, in 1843, which continued down to 1911. Additional light on the state of printing a century ago may be found in "The House of Harper," by J. Henry Harper, New York, 1911, 8vo, illustrated, 689 pages, price $3, which relates the interesting history of the four journeymen printers, James, John, Joseph Wesley, and Fletcher Harper, who from humble beginnings became the leading printing and publishing firm of America. Another book of this character is "Recollections of a Busy Life," by Horace Greeley, New York, 1869, 8vo, illustrated, 624 pages, worth about $3.50. Written at the zenith of his power and popularity, this book gives us a detailed account of his youthful hardships and struggles as apprentice and journeyman and his rise to eminence as master printer and publisher.

Utica was a more influential printing center during the first third of the nineteenth century than it has been since. Its first printing-plant was established in 1798 by William McLean, and passed successively to Merrell & Seward, Seward & Williams, and finally William Williams in 1817, who continued it until 1838. The interesting history of this house is found in "An Oneida County Printer: William Williams, Printer, Publisher, Editor," by John Camp Williams, New York, 1906, 8vo, illustrated, 214 pages, $5. In Williams' time Utica never had more than five thousand inhabitants, yet he made his printing-office very influential, and his apprentices nearly all achieved distinction in various vocations. Henry Ivison, the eminent publisher, was one of these, and so was the Hon. Ellis H. Roberts, at one time treasurer of the United States. Williams conducted a book store, published a great many books and a weekly newspaper, did copperplate engraving, was a good engraver, had a commission in the army during the War of 1812, was one of the most active supporters of the foreign missionary movement, and made striking use of what would seem to have been limited advantages of location and opportunity. He established a branch copperplate printing-house in New York, and out of this grew the present great American Bank Note Company. Another book which enables us to understand the status of printing in New York in the early nineteenth century is "Fifty Years in Journalism," by Beeman Brockway, proprietor *Daily Times*, Watertown, New York, 1891, 8vo, 426 pages, with an "Autobiography" of 67 pages, worth about $3.

Thus we see that the history of latter-day printing in New York has to be gathered largely from indirect sources, among which are, in addition to those mentioned, several magazine articles and papers in the proceedings of historical societies. The annals of printing in America in the eighteenth century have a certain stateliness in the narration in keeping with the character and dignity of the men then engaged in printing. The generation of printers that followed ranged itself with the carpenters, butchers and blacksmiths, and became in general as little esteemed as an industrial group as any of those necessary honorable occupations.

Other relaxations are peculiar to certain times, places, and stages of life, but the study of letters is the nourishment of our youth, and the joy of our old age. They throw an additional splendor on prosperity, and are the resource and consolation of adversity; they delight at home, and are no embarrassment abroad; in short, they are company to us at night, our fellow travelers on a journey, and attendants in our rural recesses.— *Cicero.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

TWENTY-ONE apprentices in the office of Ballantyne, Hanson & Co., in Edinburgh, went out on a strike recently because, instead of regular day wages, the firm proposed to pay them on a piece-scale basis. The strike was ended by the firm giving in.

A PECULIAR collection is that which was gathered by the lately deceased Jonathan King, of Islington. This consists of valentines and Christmas cards, there being over one and a half million of the latter. He had mounted these in two thousand albums. It is hoped that some library or museum will fall heir to this interesting collection of artistic productions.

THE Senefelder Club of London has gotten up and published a collection of one hundred art lithographs in black, which are in great demand because of their superior merit.

THE newly elected lord mayor for 1914 of London, T. Vansittart Bowater, is the managing director of the important house of W. V. Bowater & Sons, wholesale dealers in and exporters of paper.

"PICKETING" is a practice supposed to be indulged in only by members of trade unions, but a report comes from London that the bookbinding firm of Burn & Co., which employs nonunion women at its work in Esher, is combating the efforts of the bookbinders' union, which is holding weekly meetings which the nonunion women are invited to attend, by picketing the hall where these meetings are held, in order to spot any employee that might find her way thither.

THE reports of the decrease in the number of post-cards sent through the British mails have called forth a letter from Sir Adolph Tuck, head of the well-known firm of Raphael Tuck & Sons, art publishers, to say that his experience is that "People are spending just as much on picture post-cards as ever, but they demand a better quality. Instead of buying two cheap, inferior cards, they buy one that is really good and artistic. Thus, though they spend as much on cards as before, the actual revenue to the post-office is less, for people get one half-penny stamp for their good card instead of two half-penny stamps for their two cheaper ones."

AN English engineer, Alfred E. Bawtree, has invented bank-notes which talk (thus giving verity to the saying that "money talks"). The notes are to be run through a phonographic device and thus made to announce their value, as "five pounds," "ten pounds," etc. The method consists in impressing upon the margin of the notes indentations similar to those which reproduce the voice in phonographic disks and cylinders. The process by which this is done, as also the device which does the talking, would take up too much space to describe here in detail. The inventor claims that all falsification of notes and checks may be prevented by his invention.

GERMANY.

ON October 22 Pressman Kaspar Stratmann celebrated his fiftieth year of uninterrupted service in the office of Emil Griebsch, publisher of the *Anzeiger* at Hamm, in Westphalia.

ON the recent occasion of having turned out its three thousandth cylinder press, the press factory of J. G. Mailänder, at Connstadt-Stuttgart, called together its office and mechanical force in a feast of celebration. Seven of its employees enjoy the distinction of being over twenty-five years in the service of this firm.

DURING the third quarter of this year there were in Germany seventy-nine cases of confiscation of printed matter of all sorts, mainly of publications, pictures and cards of an immoral nature.

THE statistical year-book of the German empire for this year states that Germany has 3,431 unions or associations of employers; of these 130 belong to the polygraphic trades and 41 to the paper industry.

THE Wiedemann printing and lithographing establishment at Saalfeld (Saale), which would have been two hundred years old in 1914, has gone into the hands of a receiver. All efforts to keep it financed, including an attempt to turn it into a corporation, had failed.

THE central point of the international graphic-arts exposition, Leipsic, 1914, will be the "Hall of Culture," which will occupy 5,000 square meters of space. It will house the section devoted to the history of civilization in its connection with the history of writing and printing.

THE Mergenthaler Setzmaschinenfabrik, of Berlin, now produces matrices for casting music notes on the linotype. The method was invented and patented by two Berlin machine compositors, Messrs. Hartmann and Schimmel. The print from music type-bars seems equal to hand-set music.

AN interesting exhibition of reproductions of incunabula was held in November in the Berlin Book Trade Hall. There were about five hundred of these, which are mainly the work of the government printing-office; a number are from the art-printing house of Albert Frisch, Berlin.

THE renowned typefounding firm of Genzsch & Heyse, of Hamburg and Munich, has been changed into a corporation, of which Herr Hermann Genzsch is the president. The concern is now in its eightieth year, and has the distinction of introducing the standardized lining of type in Germany.

THIRTEEN candidates took the examination for "master printer" last October in Nuremberg. Of these one received the first, five the second, and four the third degree of merit; one failed and two will have to stand another examination. Such examinations have recently been also held in Berlin, Leipsic and Barmen.

AS AN advertising feature the "Bugra" (the international graphic-arts exposition at Leipsic) has arranged for the giving of free lectures in the larger cities of Germany, which are to be illustrated with stereopticon pictures and devoted to exploiting the exposition, to arouse both a desire to exhibit and to attend.

THE *Generalanzeiger* of Halle a. S. reports that of a recent count of 1,400 ten to fourteen year old children in city and country schools, 1,090 read newspapers. Of these, 836 interest themselves in the daily events, 456 in politics, 420 in nature and travel descriptions, and 240 in romances, biographies and theatrical matter.

ON the 10th of October fire destroyed part of the library of the Oldenburg Castle, of the duchy of Oldenburg. The entire collection of Oldenburg newspapers, a very complete one and containing all from their first day of issue as well as a large number of rare works, were entirely lost. The library contained forty thousand volumes.

IN a lecture, given in Berlin, October 15, on "The Meaning of the Typesetting Machine for the Printing Trade,"

Herr Höhne stated that in the last fifteen years 169 machine systems had been invented by watchmakers, locksmiths, mechanicians, professors and ministers. But only the linotype, monotype and typograph have succeeded in proving their usefulness.

THE Märk Museum at Berlin has just become possessed of a goodly number of specimens of the first lithographic efforts in Berlin. They are the experiments which Wilhelm Reuter, an esteemed portrait painter, made in the new art, which he termed "polyautography." Among these incunabula of lithography is a portrait of King Wilhelm III., of the year 1807, a rare copy.

THE district court at Nuremberg recently decided a case in favor of a printer who had sued a firm which had declined to pay the charge for the proof of a job that had been submitted as the basis of an estimate. The firm had refused to pay on the ground that the job itself had not been ordered. The verdict was for 1.70 marks (40 cents) and costs of the original trial of the case and those of an appeal.

THE proprietor of the printing and publishing house of W. Girardet, at Essen an der Ruhr-Düsseldorf, has had erected on the Juist Island, in the North Sea, a vacation resort for employees of the house who have been with it ten years, where they may enjoy a fourteen days' rest, without cost and without deduction of salary. Over 120 employees are now entitled to take advantage of this provision for them. A fund of 500,000 marks ($119,000), established some time ago, for pensioning employees, is another gift of Herr Girardet, the proprietor.

ON October 19 was laid the cornerstone of the building for the Deutsche Bücherei (Germanic Library) at Leipsic. The ceremonies were attended by the King of Saxony and delegates from the German Ministry of the Interior, the government of Saxony, the city of Leipsic, the Commercial Chamber of the German Book Trades, the Publishers' Association, the Typographical Union and others. The Germanic Library has been instituted to conserve all literary work produced in Germany (in all languages) and in foreign countries (in the German language), beginning with this year.

ON October 16 the painter and cartoonist, Adolf Oberländer, celebrated his fifty years' connection with the world-renowned humoristic weekly, *Die Fliegende Blätter*, of Munich. There is no publication of this class whose illustrations surpass in technical excellence those of *Die Fliegende Blätter*, they being perfect models in drawing, engraving and printing. Your correspondent is familiar with Oberländer's signature and can testify to his masterly work as an illustrator of humor. He is not familiar with his paintings, but it is reported that they are to be seen in the best galleries of Berlin, Dresden and Munich. He is an honorary member of the Munich Academy of Plastic Arts, the Berlin Secession, and others, and has been given the decoration of the Knights of Maximilian. He is now in his sixty-eighth year.

THE newspaper division of the Berlin postoffice (located in Dessau street) employs over six hundred persons — 173 officials, 405 assistants and a large number of workmen to attend to the transportation of the bags and packages. Of the daily papers more than a million are expedited each day. The average daily sending comprises 1,477 different journals and periodicals, making up 60,000 packages, packed in some 5,000 bags, and weighing about 440,000 pounds. But 34 periodicals are still delivered to the postoffice in packages; for all others the postoffice has the mailing lists, according to which it delivers the papers to subscribers, and to attend to the correction of these lists it has 24 offices to which the changes therein are reported and where all the addressing and bundling is done. The lists are revised each morning and all changes sent in up to noon are taken care of for the day. Each day 166 regular wagon trips are made to the railway stations and postal substations.

FRANCE.

A NEW style of visiting-cards, upon which the residence of the person is mapped, with information about the neighboring streets and the nearest street and underground railway stations, is being used in Paris, London and Berlin.

A VOLUME valued at 75,000 francs, "Livre d'heures de Henri II.," ornamented with sixty-six miniatures, which disappeared six years ago from the library of St. Germain-en-Laye, was recently found in an inn, where the thief had left it lie.

THE Parisian prefect of police calls attention to a law passed twenty-six years ago, prohibiting the affixing of posters on historic buildings and monuments, and announces that violators of this law will hereafter be punished with fines from 25 to 1,000 francs.

THE tariff department of France has made a ruling denying admission to this country of any product which may be marked or made up in such a way as to lead any one into the belief that it is made in France. Therefore the word "*importé*" is to appear upon each article. The many Parisian book-dealers, who import French books printed in Belgium, Switzerland, England, Germany and other countries, assert that this will cause much disturbance in their trade, and are protesting against the enforcement of the ruling.

WE have heard of explosions of coal dust; that paper dust may also be similarly dangerous is proved by a recent occurrence. In a factory in Tourcoing, in northern France, which makes tubes from cardboard, a part of the operation is that of abrading the board on grindstones before pasting it together. This operation produces much dust, and while some workmen were carrying away a pile of it one of them came too near to it with an unguarded light. Immediately an explosion followed, which killed two persons and wounded several others. The use of safety lamps is therefore recommended in such places.

HUNGARY.

BUDAPEST seems well provided with daily papers, a late account of journalistic conditions in this city crediting it with having some thirty dailies. Two of these claim circulations reaching the one hundred thousand mark. The leading morning journals are the *Pesti Hirlap*, the *Pesti Naplo* and *Az Ujsag*.

THE master printers' association of Budapest has resolved to fight the printing brokers, whose inroads upon their legitimate profits have become severely felt. They will therefore accept no orders from these middlemen, proposing to deal with buyers of printing direct. It is argued that these parasites are a great detriment to printers, in that most of them have but slight knowledge of the technic of typography; as intermediaries they have no risks to carry, and besides they strive by all sorts of ways to make printers underbid one another for the work they handle.

AUSTRIA.

A FIRM at Brüx recently swamped the postoffice by the mailing of one million catalogues. Though the firm offered its help to the postoffice to assist in the expedition of the

mail, it was of no avail, as there were not enough sacks procurable.

PAPER negatives as a substitute for photographic glass dry plates and films are a new invention by F. Largajolli, of Meran. They were recently exhibited before the German Photographers' Society at Munich.

PROF. A. KORN, of Berlin, the inventor of a system of transmitting pictures by telegraphy, recently exhibited before a congress of naturalists and physicians, held in Vienna, a series of kinematographic photos which had been telegraphically transmitted. Twenty of these pictures were transmitted in twelve minutes.

JAVA.

ACCORDING to its recently issued report for 1912, the government printing-office of the Netherlands' East Indian colonies, at Batavia, employed 213 persons. Of the 202 employees in technical work but forty-one hand and ten machine compositors are Europeans. During the year the building of the office was enlarged to the extent of 385 square meters, its present dimensions of ground space being 4,835 square meters. In 1912 two new linotypes were installed and a Thompson typecaster contracted for. Two cylinder presses were also added. The bookbinding department gives employment to 150 native convicts.

SWITZERLAND.

A WOOD-TYPE manufactory in Lucerne has put on the market letter-boards made of asbestos, which are believed to be fully equal to those made of wood.

THE legislature has granted 50,000 marks ($11,900) for financing the participation of this country in the great international graphic-arts exposition to be held at Leipsic next year.

IT is reported that a Swiss editor has been left a legacy of 25 francs per year, by a man whom he had never known or heard of. The clause bequeathing it is a remarkable one, having a condition which the legatee will no doubt consider an easy one: "On January 1 and August 1 of each year a sum of 12½ francs shall be paid to the editor of the *Schweizerische Volkswacht*, on condition that he shall on the two days mentioned drink a glass of beer in honor of the deceased."

RUSSIA.

THE government has granted $62,000 and appointed a commission to arrange for the official participation of this country at the international graphic-arts exposition at Leipsic next year. It is intended to have a special pavilion for Russia, to contain its industrial and historic typographic exhibits.

AT the behest of the Holy Synod of the Russian Church, the postoffice department has issued an order that pictures of the saints may no longer be used upon post-cards. Reproductions of the works of the old masters are not excluded from this order. There is no legal proscribing of the sale of such pictures in post-card size, however, but they must not be used as post-cards.

CHINA.

UPON the instigation of Chen-Kuo-Chuan, member of the Chinese legislature, a commission has been appointed at Peking to establish a library which is to contain all books about China printed in Europe and America.

NORWAY.

A START has been made with a museum of typography in this country, a number of influential printers and editors having interested themselves in the project. In addition to numerous old books, two wooden hand presses of the year 1718 and one of German make in oakwood (which was used up to 1857) are noteworthy.

EGYPT.

THE printers' union of Cairo recently won in a strike for higher wages in the office of the Société anonyme de Publicité Egyptienne, this concern not being able to recruit more than fifty nonunion compositors. It may be noted that nearly all the French and English papers issued in Cairo are printed in this office. In addition to according the raise in wage, the office agreed to employ only union men.

PORTUGAL.

THE first national exposition of graphic arts ever projected in this country was held this fall at Lisbon, in the reconstructed and enlarged building of the government printing-office. It was opened by the President of the republic, and according to all accounts was a very respectable showing of Portuguese graphic productions.

SWEDEN.

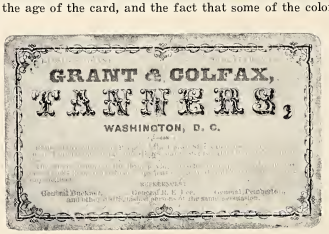
THE oldest female typographer of Sweden, Mrs. Louise Flodin, née Soderquist, was honored upon her eighty-fifth birthday by the women's section of the Typographic Society with a special celebration. Her husband died four years ago, and later on she sold the business and went into retirement.

SOUTH AFRICA.

THE manager of the *Transvaal Leader* printing-office estimates that the capital invested in the printing trades in South Africa is $20,000,000, and that the industry returns only about two and one-half per cent on this investment. There are 3,200 white men employed in the industry, or twenty white men to one native.

AN OLD POLITICAL CARD.

Through the courtesy of J. W. Crawley, of the Sacramento (Cal.) Typographical Union, we reproduce a political card which was printed during the year 1868. Owing to the age of the card, and the fact that some of the colors



used do not lend themselves to reproduction, parts are somewhat indistinct. The lower portion of the card reads as follows:

Respectfully inform the People of the United States that they will be engaged in Tanning old Democratic Hides, until after the third day of November, 1868.

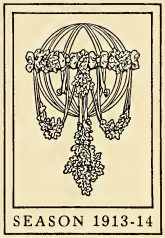
The senior member of the firm, having considerable experience in the business, thinks that, by the help of his partner, all work will be done in a satisfactory manner.

REFERENCES:

General Buckner, General R. E. Lee, General Pemberton, and other distinguished persons of the same persuasion.

PROSPECTUS

OF TOPEKA ACADEMY OF
FINE ARTS AND CRAFTS



SEASON 1913-14

A SUMMER IDYL

BY NEIL CARNE

THE fresh, clear breath of summer filled our souls. Two weeks holiday! My wife and I! How far away the morning seemed since we had locked up the city flat and left the key with our neighbor. Why, it seemed a week had passed and gone instead of a few hours! How we had considered and consulted and figured on this holiday and what a deal of thought we had given to what we should take with us. Now, we had decided to take this or that contraption, and again we decided that it would not be desirable, and the debate had become quite animated at times, for the question of what

NEWTON BUSINESS COLLEGE

WINTER TERM - - 1913-1914



SHAPE HARMONY

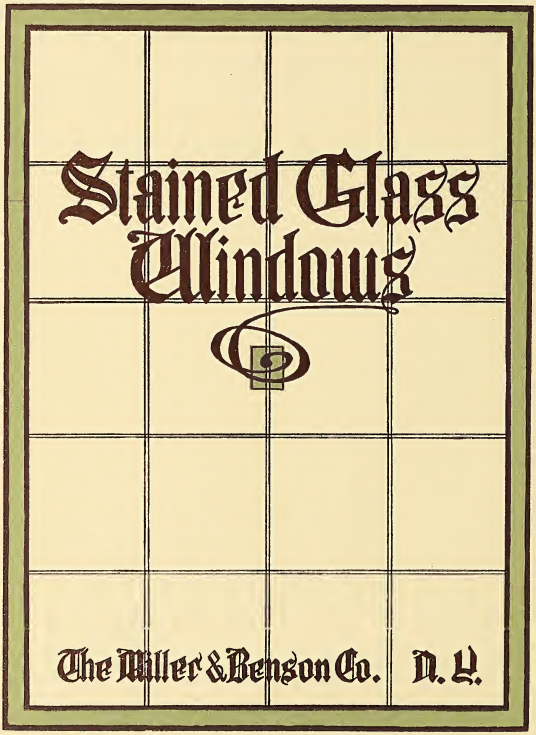
NOW we come to the question of harmony of type-faces, in case more than one series is used on the job. It surely would seem that if printers would remember that "curves and curvilinear figures would go well together, straight lines and rectangular figures would be classified the same way." There is no harmony of shapes whatever in an angular block letter associated with an informal, decorative letter. However, type combinations of this kind sometimes seem inevitable, and when such is the case our efforts must be to reconcile as far as possible the differences between the type-faces—to make the lack of shape harmony less noticeable. Take for instance the business card for a bank. It is not desirable to set a large number of names of officers or directors in the text type on account of its lack of legibility in the smaller sizes. Neither is it always desirable to use the angular gothic in the feature line. In this case we use a roman or text letter for the feature line, eliminating the crudity of the gothic



ANNOUNCEMENT

We take great pleasure in announcing the removal of our offices to 366 Monroe Boulevard, where we will gladly continue to give our customers the same satisfactory service which has characterized our house for more than half a century. Owing to better equipment we are in a position to take care of all of your orders.

ROBERTS & ARMOUR
PRINTERS



Cover-design by J. Migliorato, a student of the I. T. U. Course of Instruction in Printing.

SULLIVAN'S
MILLINERY



3679 JACKSON BOULEVARD

GASOLINE ENGINES

MANUFACTURED BY

STEARNS & CASE

CHICAGO, ILL.



CATALOGUE

1914

JOB COMPOSITION

BY F. J. TREZISE.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

During the past year the name of Bodoni has almost constantly confronted the reader of the literature of printing. Numerous biographies and other articles concerning his life and works have appeared in various forms, and the Bodoni type, which was cut some time since, has served to make the name a familiar one in the composing-room.

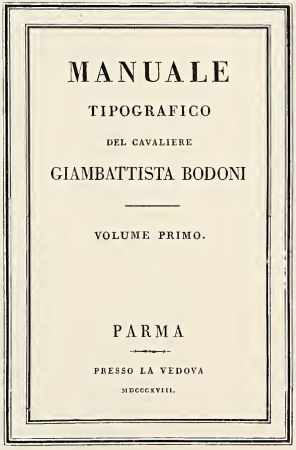
The fact that this year marks a century since the work of Bodoni was finished at Parma, Italy, is the occasion of much of this interest. During the past September, celebrations in his honor were held in several cities in Italy, among them being his birthplace, Saluzzo, and Parma, the place of his death.

This centenary was also made the occasion for the publishing, by the firm of Bertieri & Vanzetti, of Milan, of a handsome volume entitled "The Art of G. B. Bodoni," written by Raffaello Bertieri, manager of *Il Risorgimento Grafico*. This volume is very complete as to text, and, in addition to being in itself an example of Bodoni's style of typography, contains a large number of reproductions of his work.

This brings us to the main point—the reproduction of a number of these designs, in order that readers of this department may have the opportunity to familiarize themselves with Bodoni's style of typography. It is obvious that the most satisfactory results are obtained by following a style of design which is consistent with the type employed, and the present use of the Bodoni letter makes it especially desirable that we have some conception at least of Bodoni's ideas regarding type in designs as well as the construction of the letters themselves.

As will be noted in the examples of Bodoni's work which are shown herewith, his style was characterized by a simplicity of design which has not been typified in some of our more modern work. In discussing what he has aptly termed as the "mannerisms" of more recent type-design, Mr. De Vinne has said:

"When a printer is plainly directed to make use of one or more of these mannerisms, he should do so without question or remark, for it is his plain duty to do what he is told, and to do it intelligently and helpfully, whether he does or does not like the style; but when he has a free hand and is asked to do the composition of a new book in workmanlike manner, he will make no mistake in adhering to methods of simplicity that have prevailed for centuries. It will be safer to accept the leadership of Bodoni and Didot, of Pickering and Whittingham, than that of many recent reformers of typography."


MANUALE

TIPOGRAFICO

DEL CAVALIERE

GIAMBATTISTA BODONI

VOLUME PRIMO.

PARMA

PRESSO LA VEDOVA

MDCCCXVIII.

FIG. 1.—Title-page of Bodoni's "Manuale Tipografico," a good illustration of his later style.

Concerning the typefaces used in Bodoni's productions there is, however, much difference of opinion. Again quoting Mr. De Vinne, this time from "Plain Printing Types," published in 1896, we find the following regarding Bodoni's later work:

"His 'Manuale Tipografico,' in two quarto volumes, begun by him but completed by his widow in 1818, contains 279 pages of



Fig. 2.



Fig. 3.



Fig. 4.



Fig. 5.

Reproductions showing examples of Bodoni's work.

ALL' EGREGIO

FILANDRO CRETENSE

L AMICO, E PARENTE

EURICRETE ACRISIONEO

SONETTO.

Più che per l'aure parto stral non vola,
Rapida a Te dal labro mio movea
Su quel che i lari tuoi nodo oggi bea
L'eternatrice Apollinar parola:

Se non che morbo, onde si turba e invola
Possa in egro dell'opra e dell'idea,
M'assal così, che già me al di toglica
Senza il favor dell'Esculapia scola.

Com'io da infermo, ahimè, letto far loda
Al maggior figlio della Dea di Guido,
Che in bel connubio tua Nitore annoda!

Esco oggi appena dal rio flutto a lido,
E colla lingua, che amista mi snoda,
A tardo carme amici plausi affido

PARMA OTTOBRE 1808

Fig. 6.

ALL'AMABILISSIMA

D.ª ANNA GRILLO

DI SORAGNA

PEL FAUSTO SUO PARTO MASCHILE

LO ZIO

FRANCESCO PAULUCCI

DI CALBOLI

SONETTO.

Piansi con Te quando al tuo pianger sordo
Negotti cuna al primier Frutto il fato:
Or che il secondo di baciar t'è dato,
Al tuo gioir, Madre, i miei plausi accordo.

E col suon l'aure de' miei voti assordo
Ond'ei ti viva di salute a lato;
Nè invan, perchè il pregar salga più grato,
Al Ciel Te Madre del Fanciul ricordo.

Lui già tra mille, cui veneno infetta
Le tenere crescenti alme, ventura
Ben altra al crescer de' suoi giorni aspetta:

Chè ad informargli di virtù natura
Coll'utile degli Avi esempio affretta
L'amor materno e la paterna cura.

Fig. 7.

IN OCCASIONE

CHE

DAGLI AFFLITTI AMICI

SI CELEBRANO IN REGGIO

L'ANNO MDCCCVI.

I FUNERALI

ALL' EGREGIA DONNA

ROSALINDA GROSSI SILVA

SONETTI

AL SIMULACRO

O donzelle di secondo vin,
Cara immago, tu pon a me davante,
E svegli, si del ver l'anna è scolpito,
Dolce memoria di virtù costante

Ai lenti lenenti per te ne rivivi
Padre custode delle leggi sante;
E mco doglioso nella gran partita
In te sperai le Grazie il lor sembiante

Tutta rifulgi a noi; tanto han potuto
Nelle avversate fiamme ami ed ingegno.
Ma..simil,che il labbro vuo per sempre è muto

Ah! se in lui tace angelico eccorate,
Ai desir tu rinnovi inegual pegno,
E del pubblico danno alto argomento.

Insonnescunt fulgor honorbus. Mos

Dolce ne' lari tuoi fu l'ascoltarte
D'una soave melodia ripieni;
Indi tessuta la gaiezza appena
Spiegar portenti di natura e d'arte

Dolce udir lauli del suo seme sparte
Fra l'lusubre, e Colei, che il mart affrena;
E a più lidi affettuosi, e a nuova scena
Plausi, cui rare fu mestier comparte.

Ma più dolce il vederti in bionde chiome
Fuis a'tuoi guai, onde mestar saperi
Quel che spesse è in altrui mestier nome

E fia consume al gran dover rubello,
Tu maggior de' pregi a noi splendenti
Onor del canto, e di virtù modello

Fig. 8.

A SUA ECCELLENZA

LA SIGNORA MARCHESA

DONNA

ANNA MALASPINA

DELLA BASTIA

D A M A

DELL'INSIGNE ORDINE DELLA CROCIERA

EC. EC.

GIAMBATTISTA BODONI

Fig. 9.

Reproductions showing examples of Bodoni's work.

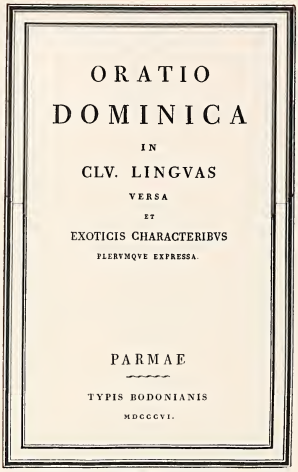

ORATIO
DOMINICA
IN
CLV. LINGVAS
VERSA
ET
EXOTICIS CHARACTERIBVS
PLERVMQVE EXPRESSA.
PARMAE
TYPIS BODONIANIS
MDCCCVI.

Fig. 10.


ALLA
LINGUA ITALIANA
ODE
DI LUIGI ANDRIOLI
CANTORE CITTADINO, PASTOR ARCADE, DELLA COLONIA ALPINA, PATRIZIO E DECURIONE DELLA COLONIA DELLA DORA, ISCRITTORE DELL'ANTICO ACCADEMICO DODICI ETRUSCHI, MEMBRO DELL'IMPERIALE ACCADEMIA DI BELLE ARTI DI ALESSANDRIA, DELLA ITALIANA, DELL'OLIMPICA DI VICENZA, DELLA VIRGILIANA DI MANTOVA, DEI CONCORDI DI PARMA, DELLA GIUSTINI DI TORINO, DELLA DIPARTIMENTALE DELLA DORA, E DEGLI INERQUIETI DI CHIERI.
PARMA
CO TIPI BODONIANI
MDCCCXII.

Fig. 11.


SUL
DITTICO
EBURNEO
DE' SANTI MARTIRI
TEODORO ED ACACIO
ESISTENTE
NEL MUSEO PONZONI
DI CREMONA
LETTERA
DELL'AB. D. ANTONIO DRAGONI
PIACENTINO.
PARMA
CO TIPI BODONIANI
MDCCCX

Fig. 12.


IN FVNERE
CAROLI III
HISPAN. REGIS CATHOLICI
ORATIO
HABITA
IN SACELLO PONTIFICIO
A BERNARDINO RIDOLFI
SANCTISS. D N PII SEXTI INTIMO CVBICVLARIO
CANONICO VATICANO,
IVDICE ET AVDITORE GENERALI
SAC. CONGR. REV FABRICAE S. PETRI DE VRBE
PARMAE
EX REGIO TYPOGRAPHEO
M. DCC. LXXXIX

Fig. 13.

Reproductions showing examples of Bodoni's work.

specimens which are good evidences of his skill and industry. These specimens include the alphabets of about thirty foreign languages, some of them in two or more sizes. He is most celebrated for his peculiar styles of roman and italic, which were cut on a



Fig. 14.

present-day printing, while others show eccentricities of treatment which are not quite so pleasing. The title-page of his "Manuale Tipografico," shown in Fig. 1, is an interesting treatment of type and rules, although perhaps a closer grouping of the

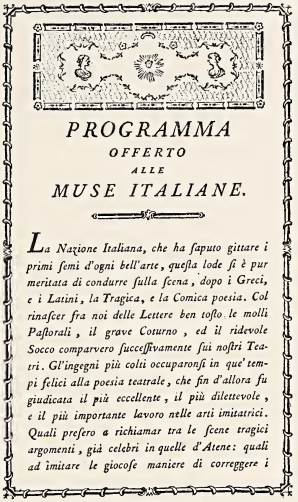


Fig. 15.

Two interesting Bodoni pages.

new system, and with great clearness and delicacy. His styles are now out of fashion, but the stimulus he gave to the founders of all other countries still endures."

On the other hand, the opinion of William Morris, written at the same time, is quite the reverse. He says:

"The Kelmscott Press began work at Hammersmith in February, 1891. The designer of the type, W. Morris, took as his model Nicholas Jenson's roman letter, used in Venice in the fifteenth century, and which unites in the fullest degree the necessary qualities of purity of line and legibility. Jenson gives us the high-water mark of the roman character: from his death onward typography declined till it reached its lowest depths in the ugliness of Bodoni."

The reproductions of Bodoni's work which are shown herewith represent a wide variety of design. Some of them, in their dignified simplicity of arrangement, might well be taken as models for lines, similar to the arrangements shown in some of the other designs, would be more desirable.

A comparison of some of Bodoni's early designs with those of a later date shows a marked change in style and treatment. Figs. 2 and 5, which bear the date of 1771, are in marked contrast to the designs shown in Figs. 10, 11, 12 and 13.

Fig. 4, a reproduction of the title-page of "The Art of G. B. Bodoni," from which these reproductions were taken, is an excellent following of Bodoni's later work.

As previously stated, it is desirable, in view of the recent revival of interest in the Bodoni forms of type, that the compositor have at least some knowledge of how these letter-forms were handled by the one who designed and used them. They were created to give expression to Bodoni's ideas of typography, and it is but reasonable to assume that the styles of type arrangement for which they were created and used have something in common with the letter-forms themselves.

A careful study of the reproductions shown herewith will give to the printer suggestions regarding type arrangement, rules, borders, etc., which will enable him to more thoroughly appreciate the possibilities of this particular style of letter and produce designs which are consistent throughout.

BODONI'S IDEAS OF TYPOGRAPHY

"The beauty of letters consists in their regularity, in their clearness, and in their conformity to the taste of the race, nation, and age in which the work was first written, and finally in the grace of the characters, independent of time or place. * * * Types should be suitably arranged on the pages in straight, regular lines, not crowded, nor, in proportion to their height, too far apart, and with equal spaces between words and lines. * * * The more classic the book, the more appropriate it is that the text should appear alone, in order that the beauty of the letters may be apparent. This is real art."

PAPER-MANUFACTURING INDUSTRIES AT PANAMA-PACIFIC EXPOSITION

There promises to be a spirited competitive exhibit in the paper-manufacturing industries at the Panama-Pacific International Exposition which will interest the public, advertise paper products and create a wider market for the manufactures of those who provide the world of literature, correspondence, journalism and trade with its paper.

Manufacturers, generally, throughout the United States, aroused somewhat by the recent tariff reductions on foreign importations of paper, will doubtless take advantage of this unusual opportunity to present to dealers and the great public evidences of the superiority of the "made in the United States product." The excellence of their product warrants the belief that when placed side by side with the foreign-made article, the ultimate consumer — the public — will grant them a continuance of their preëminence in this field of necessary activity.

A prominent representative of the paper-manufacturing industries, in a conversation with Theodore Hardee, Chief of the Department of Liberal Arts, in which the unmade-up products of paper manufacture are listed, declared that this was the psychological moment for domestic makers of paper to present exhibits of working models of processes and of finished products, to demonstrate what paper-makers of this country have always maintained — the eminence of their goods when compared with the output of any other country on earth. He said that such concerted action on the part of domestic manufacturers could be the means, through adequate presentation of their processes, methods and products at the exposition, to nullify whatever depression might otherwise ensue from the increased importation of foreign-made paper by reason of the recent tariff reductions enacted by Congress.

Several large manufacturers of paper in this country are now in correspondence with Mr. Hardee, who urges that exhibits of operating models be made rather than by the installation of actual working mills, which would take up more space than can be devoted to such uses, and involve an expense scarcely proportionate to the advantage gained over that accomplished by the models.

Considerations such as these lend impetus to paper manufacturers as well as to all other exhibitors.

An exhibit in 1915 in San Francisco means the placing of products most advantageously before discriminating buyers of the whole world in general and of the Pacific coast in particular. The Pacific area comprises a field of unlimited possibilities, resources and prospects, reaching out to the twelve nations of the western coast of Central and South America, Australasia, Japan, China, Russian Asia, Alaska and western Canada. Here will gather not only official delegates and representatives of those countries, but exactly that part of their public which it most behooves the producer to acquaint with his goods. Here they will compare the products of all makers. Here questions concerning the exchange of natural commodities will arise, and buyer and seller will come to a settlement according to the advantages that will be disclosed in the exhibits. No manufacturer can afford to miss these opportunities to display his products advantageously before the very people most likely to find their way on his books.

Such manufacturers as may not see immediate or direct benefit to themselves by taking part in this universal exposition are impelled to seek representation by proper pride of production, by patriotic sentiment, and by an instinct which, racially felt, has remained true in principle and fact since nations existed, that the benefit of one is the advantage of all. These manufacturers are determined that foreigner and fellow citizen will receive an enduring impression by the manufacturing resources of this great country, and they feel finally, that the celebration of the completion of the Panama Canal is an event to call forth the ultimate effort of all who enjoy privileges of life and activity in the land that brought the two oceans and their bordering nations into communion of trade and closer to perpetual amity.

Beside the pleasure derived from acquired knowledge, there lurks in the mind of man, and tinged with a shade of sadness, an unsatisfactory longing for something beyond the present — a striving toward regions yet unknown and unopened.— *Humboldt.*

APPRENTICE PRINTERS' TECHNICAL CLUB

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

By "display printing" we ordinarily mean printing which is arranged in such manner that the important points are displayed or emphasized in order that they may be more easily read.

Some of us, however, have difficulty in determining just what constitutes display printing. We are very likely to think that any piece of work which has been set in large type and which stands out bold and strong is good display printing. But such is not always the case. Unless there is in the job that variety in the sizes of the type which causes certain important points to stand out prominently, there is no display.

We may set a paragraph or a group of lines in a type-face of ordinary size and the result may be likened to a person making a statement in an ordinary tone of voice. Again, we may set the same paragraph or group of lines in heavier type and the result will be that of a person making the same statement, but in a louder tone. Still, however, nothing in particular is emphasized, and we are inclined to doubt very much the value of a loud tone. When, however, we set the group of lines in such manner that most of them are of ordinary strength or size, with a selected few points brought out, we get the desired effect — the effect of a statement made in an ordinary tone, with emphasis on certain points. And this is infinitely more desirable than that the whole statement be made in a loud tone.

In Fig. 1 we have an illustration of the attempt, on the part of the compositor, to display everything in the job. The result is not satisfactory. He has, to be sure, set the matter in heavy type, thus giving a strength and force to the design, but the text matter is not legible, and therefore the value of the display is lost. One can not glance over the job and receive instantly an impression of the vital points which it conveys. The object of display printing should be to enable one to tell, without reading all of the matter on the job, just what it is about. Setting a job in large type does not guarantee this, however. We must still read all of the text if we wish to get a good idea of the main points in the message which it conveys.

The same text matter arranged in the form of a simple paragraph would be more easily read than is the display card as originally set. As an illustration of this, we show, in Fig. 2, a resetting of this card, with the reading-matter in a plain paragraph. As far as appearance is concerned, there is no comparison between the two, the simple paragraph design being infinitely more pleasing.

But it is desirable that the job be displayed — that it be arranged in such manner that certain portions of the text will readily attract the eye. Just which of these items it is desirable to bring out will depend to a certain extent upon the taste of the person handling the work. And so we have arranged the copy in several designs, giving prominence to a different line or group of lines in each arrangement.

In any event, however, simplicity of design requires that there shall not be too many forces of attraction in one piece of work. The job which shows one or two display lines or groups of lines brought out against a background of solid text matter is preferable to the job which is a jumbled mass as a result of an attempt to display too many points.

Specimens.

GEO. MCELHINEY, Loomis, Nebraska.— A number of your specimens show a tendency toward the use of too much space between words. We would suggest that in many cases the letter-spacing of a line will prevent the "spotty" appearance caused by unusually wide spacing between words.

FROM J. S. Kelley, Bryan, Ohio, we have received a copy of a weekly paper which is somewhat of a novelty in the line of publishing. It is gotten out by one of the apprentices, a youth of twelve years, in a small shop at home. The paper consists of one leaf, or two pages, 3 by 5 inches in size. The paper has about thirty regular subscribers.

CARL E. GRUBER, East Liverpool, Ohio.— The specimens are all neat in arrangement and offer no opportunity for criticism. We note that you have secured harmony throughout the work by the use of carefully selected type-faces.

HARRY G. MILLER, Hamilton, Maryland.— On the cover-page of the report for the Department of Public Safety the squared-up arrangement of the upper group has necessitated excessive space between words and letters and the use of condensed and extended type-faces. Even though different series of type are of the same family, the use of wide and narrow letters in one piece of work is not usually pleasing. Whether or not one arranges his design in squared-up groups depends largely upon the nature of the copy and the way in which it "breaks up," and if the squared-up arrangement shows that considerable difficulty has attended its working out, it should be avoided. Type-designs should be natural and easy, or at least they should appear to be so. In this regard, typographical design is like design of any other nature — no matter how complicated it may be, nor how much labor may be involved in its construction, it must appear, as far as possible, to have been naturally and easily arranged.

HENRY B. PRINCE, St. Paul, Minnesota.— While the letterhead is unusual in arrangement, it is quite satisfactory, and we are showing herewith a reproduction of it.

ROBERT H. FREEMAN, Schenectady, New York.— The card does not contain enough text matter to warrant a panel arrangement of this character. Where we arrange a panel design, and are then at a loss for something to fill the different panels, the effect is not pleasing. A comma should have been placed after the name in the last line.

WALTER WALLICK, Cerro Gordo, Illinois.— The specimens are handled in a very satisfactory manner, although the type on the card for Grove & Werner is rather large and bold. We would suggest a trifle more refinement in the treatment. The letterhead for The Brethren Church is very nicely arranged.

CARL A. HILL, Decatur, Illinois.— The arranging of words in type with one letter above the other is rarely, if ever, satisfactory. We read words horizontally, not vertically, and whatever advantage may be gained by the unusual arrangement is more than offset by the difficulty with which the words are read. With the exception of this one point, your specimens are very good indeed.

ERNEST OLSON, New York city.— We would suggest that you avoid wide space between words set in the gothic or text type. This style of letter was originally designed to present a rich, black appearance and to set close, taking up but a small amount of space. When, therefore, we space it widely between words, we do not secure the effect for which the letter was primarily designed. This criticism applies to the upper line on the first page of the folder.

GEORGE G. GREEN, Sherbrooke, Quebec.— We secure proportion in our designs by the breaking-up of the spaces or groups in such manner that they are unequal in size, rather than equal. On the cover of the banquet job the first and second panels are too nearly of the same size, and we would suggest that the second panel be made larger, taking the necessary space from the lower panel. The advertisements in the program are handled in a fairly satisfactory manner, although in some of them you have displayed too many features, and we would suggest



1



2.



3.



4.



5.



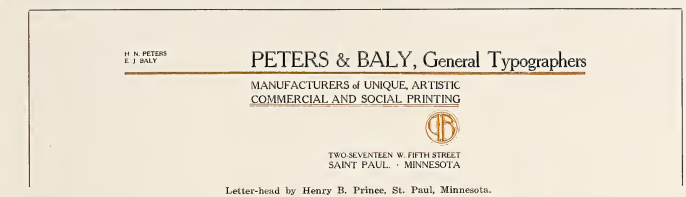
6.

A question of display. In Fig. 1 too much display has been attempted, with the result that the card is hard to read. Fig. 2, without any display whatever, is more legible. Other arrangements are shown in Figs. 3, 4, 5 and 6.

that you bring out but one or two lines, subordinating the balance of the matter. The "proceedings" cover would be more pleasing if the groups of lines were centered on the page instead of being thrown to one side or the other. Your specimens are, as a whole, very good, and we are pleased to award you a "Certificate of Excellence."

CARL CURTISS, Kalida, Ohio.—The rules on either side of the top line on the letter-head are a trifle too heavy to harmonize in tone with the type with which they are used. The other specimens are well arranged.

O. C. HILL, Uvalde, Texas.—The circular shows too many



Letter-head by Henry B. Prince, St. Paul, Minnesota.

type-faces, and we would suggest that a more pleasing and harmonious appearance would be secured if a smaller number of type-faces were used.

W. CLINTON JONES, Minneapolis, Minnesota.—The advertisement is well arranged and the appearance is quite satisfactory. We have no criticism to offer regarding it.

DONALD W. EVANS, Meadville, Pennsylvania.—The specimens are very nicely arranged, and the colors have been carefully chosen. We show herewith a reproduction of one of the motto-cards. We are pleased to award you a "Certificate of Excellence."

CONTRIBUTIONS.

In the Interest of Apprentices.

L. F. CARLIN, PHILADELPHIA, PENNSYLVANIA.

Surprise may be expressed when I say that some apprentices are neglecting, every day, opportunities that are open for them to learn the trade; but it is a fact. There are boys who are learning the trade, or rather think they are learning it, who sweep up the floor only when the foreman gives them a call-down; who sort out leads, slugs, brasses, etc., or set pi with as much animation as an Indian smoking a peace-pipe. When the foreman gives him a little job to set, he goes about it as though he had all day to do it — a couple of yawns, a drink of water; any excuse to "make the day go." He must also stop now and again to have a little chat with some of his friends.

Who are these friends of his? Are they giving him helpful advice? Are they telling him to read the trade journals of the day and to study the different styles of display? In many instances they are telling him something entirely the opposite. "Old Bill" tells the apprentice he knew a man who died from overwork. "Bill" remembers when he "uster hustle" on the *Daily Star* or the *Morning Milk*, but what's the use, ain't making anything now, anyhow the printing trade's on the blink. Any man who discourages a young man or boy like this should be given a severe call-down. He is endangering that boy's future to such an extent that he may give up learning the trade, and in later years we may see him working on a dirt-pile.

The best course for the apprentice to pursue is to steer clear of these old reminiscencers who do little more than chat or make a loud noise.

Go to the man who talks common sense; the man making the scale or the foreman. Ask their advice on every job you set up. Ask why the job is set in Caslon and not Antique; would it not look better this way than that, or any number of questions that may come to your mind.

Hustle up a bit and get in the contest for apprentices; make use of the public libraries, and in a short time you will take an ever-growing interest in your work. You will see beauty you never saw before in the simple settings and art designs made and set up by efficient men; and you need only to imitate these men, incorporating a few ideas of your own, which will in a short time come natural to you, in order to make yourself capable of setting even more beautiful specimens. Beware of those who advise you in the wrong way.

A Scrap-book of Ideas.

S. WESLEY LER, ROCKHAMPTON, AUSTRALIA.

In a blank-book make careful sketches in lines and masses of every piece of printing which you think is worth filing for future use, adding just a few words in explanation regarding the colors, the size and character of the type-faces, drawing attention to any particular style of grouping, etc., which may have impressed you as having added to the effect of the job, etc. In this way you will soon have a "scrap-book" containing "suggestions" or "ideas" for almost every job likely to come your way.

Helping the Philadelphia Apprentices.

Considerable effort is being put forth in behalf of the apprentices of Philadelphia. The Apprentice Committee of that city has been especially active in advancing the cause of these younger craftsmen, as the following, taken from a recent communication from Samuel W. Hosking, one of the committee members, will show:

"For some time it was a puzzle to decide how best to reach them, but a plan was tried of sending a typewritten letter to each of those registered. These letters brought a number of the young men together, when they were addressed by experienced printers on the importance of the acquisition of technical

education, additional to that which they might gain in every-day work.

"A capable young printer was invited to deliver a half-hour talk on a technical topic, which proved so instructive and interesting that this feature was considered to be the real thing for adding to the boys' sum of knowledge of the craft they have chosen. So these lectures have been continued, being made more effective by blackboard exercises, the display of printed samples of fine work, and more elaborate and accurate layouts than could be presented on a blackboard. To add variety to the meetings and at the same time develop the young men's talent for public address, debates on chosen subjects have been systematically arranged and presented. The boys have also been given an opportunity to exercise their musical ability in the lessons of a mandolin club.

"To stimulate proficiency in their every-day work, entries are made in job contests, for which prizes in the shape of technical books and magazines are given.

"I am justified in saying, after more than a year's practical work, that our plan is the one that will interest and develop the apprentice better than more cumbersome plans that have been considered."

Results of the Denver Contest.

The problem in the October contest conducted for apprentice members of Denver Typographical Union, No. 49, was the setting of an advertisement, and the results were as follows:

First Place — Frank E. Graves, with the McGuire Printing Company.

Second Place — Charles Lindeman, with the Kistler Stationery Company.

Third Place — William Handleman, with the A. B. Hirschfeld Press.

We show herewith reproductions of the designs which were awarded the places above mentioned.

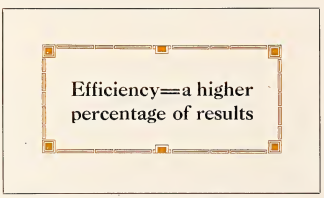
An interesting point in connection with this contest is that while there were sixteen entries, and selections were made by both the committee of awards and the advertising man who submitted the copy, there were but four designs chosen in filling both lists of three places each. The advertisement which was awarded first place by the committee was the second choice of the advertising man; the design awarded second place was the third choice of the advertising man; the advertisement awarded third place by the committee was the fourth choice of the advertising man; and the advertisement awarded fourth place was first choice of the advertising man.







The advertisement at the left, by Frank E. Graves, won first prize in the Denver contest for October. The center advertisement is by Charles Lindeman, and the advertisement at the right is by William Handleman.



Motto-card by Donald W. Evans, Meadville, Pennsylvania.

"There is training in parliamentary forms, also, for the boys are instructed how to conduct their own meetings.

SPECIMENS

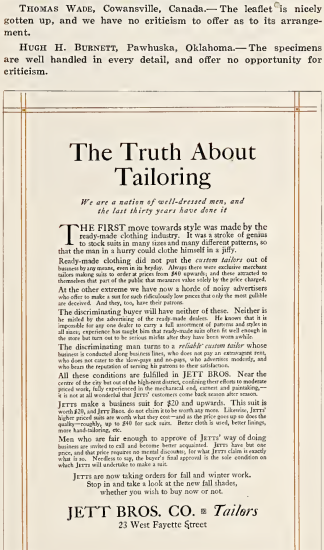
BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

BLOTTERS from the Jos. Betz Printing Company, East Liverpool, Ohio, are nicely arranged and printed in colors.

THOMAS WADE, Cowansville, Canada.— The leaflet is nicely gotten up, and we have no criticism to offer as to its arrangement.

HUGH H. BURNETT, Pawhuska, Oklahoma.— The specimens are well handled in every detail, and offer no opportunity for criticism.


The Truth About Tailoring

We are a nation of well-dressed men, and the last thirty years have done it

THE FIRST move towards style was made by the ready-made clothing industry. It was a stroke of genius to stock suits in many sizes and many different patterns, so that the man in a hurry could clothe himself in a jiffy.

Ready-made clothing did not put the *custom tailors* out of business by any means, even in its heyday. Always there were exclusive merchant tailors making suits to order at prices from $40 upwards, and these attracted to themselves that part of the public that measures value solely by the price charged.

At the other extreme we have now a horde of noisy advertisers who offer to make a suit for such ridiculously low prices that only the most gullible are deceived. And they, too, have their patrons.

The discriminating buyer still have neither of these. Neither is he satisfied with the offerings of the ready-made dealers. He knows that it is impossible for any one dealer to carry a full assortment of patterns and styles in all sizes; experience has taught him that ready-made suits often fit well enough in the store but turn out to be serious misfits after they have been worn awhile.

The discriminating man turns to a *reliable custom tailor* whose business is conducted along business lines, who does not pay an extravagant rent, who does not cater to the show-guys and no-guys, who advertises modestly, and who bears the reputation of serving his patrons to their satisfaction.

All these conditions are fulfilled in JETT BROS. Near the centre of the city but out of the high-rent district, combining their efforts to moderate prices on the one hand and to perfect the mechanical end, cutter and pantmaking,— it is not at all wonderful that Jetts' customers come back season after season.

JETTS make a business suit for $20 and upwards. This suit is worth $20, and Jetts Bros. do not claim it to be worth any more. Likewise, Jetts' higher priced suits are worth what they cost—and in the $25-$30 grade is found the quality—roughly, up to $40 for such cars. Better cloth is used, better linings, more hand-tailoring, etc.

Men who are fair enough to approve of JETTS' way of doing business are invited to call and become better acquainted. Jetts have but one price, and that price requires no mental discounts, for what JETTS claim is exactly what they will prove it to be. Satisfaction or final approval is the sole condition on which JETTS will undertake to make a suit.

JETTS are now taking orders for fall and winter work. Stop in and take a look at the new fall shades, whether you wish to buy now or not.

JETT BROS. CO. ☒ *Tailors*
23 West Fayette Street

Interesting page by David J. Gildea, Catonsville, Maryland.

SPECIMENS from C. W. Harmony, Sapulpa, Oklahoma, are invariably interesting in design. Among recent examples, perhaps the most pleasing are a cover-page and a card, reproductions of which are shown herewith.

A. O. ROMAINE, Hobart, Oklahoma.— All of the specimens are well arranged, and none of them calls for any criticism whatever.

THE Bucklin *Banner*, Bucklin, Kansas.— Both of the specimens are satisfactory in design and the color combinations are harmonious.

FROM Erie Peterson, Fort Wayne, Indiana, we have received excellent commercial specimens, carefully designed and harmonious in color arrangement.

COMMERCIAL specimens from La Fayette Doerty, Findlay, Ohio, are good in design and harmonious in color arrangement. The work throughout is excellent.

J. L. MCKEAN, Puyallup, Washington.— Both the letter-head and envelope are attractive in appearance, the designs being interesting and the color combination good.


Sapulpa Art Store

Artistic Picture Framing

FINE ART PICTURES
ARTIST GOODS AND
WALL PAPER

PHONE 541

111 E. DEWEY AVE
SAPULPA, OKLA

Card by C. W. Harmony, Sapulpa, Oklahoma.

AN attractive booklet issued by The Dixie Engraving Company, Savannah, Georgia, shows examples of illustrating in black and colors, in various styles and from different subjects.

OSCAR E. LINQUIST, Dassel, Minnesota.— The heading is unusual in treatment and is well handled. There is just a trifle too much space between the two words in the main line.

WE have received from the Massey-Harris Company, Ltd., Toronto, Ontario, copies of several catalogues recently issued. They are well gotten up and show a marked improvement over former advertising literature sent out by this concern. A feature of one of the catalogues is a series of interesting calendar pages.

COMMERCIAL specimens from David J. Gildea, Catonsville, Maryland, invariably show a dignified, simple treatment and a pleasing harmony throughout. Moreover, they are good examples of the satisfactory results to be secured by the use of one or two type-faces in preference to several styles of letter forms. Among his recent work is an interesting leaflet, a reproduction of which is shown herewith. It will be noted that the first line in each paragraph has been set in a size larger type than that used for the balance of the lines, and that the effect is very satisfactory.

THE Holmes Press, Philadelphia, Pennsylvania.— The blotters are all good in design and none of them calls for criticism. The one printed in gray and red on gray stock is especially good.

JOSEPH CATHRINER, Brenham, Texas.— Some color other than gold would be more pleasing on the cover, as the gold does not appear to advantage unless the sheet is held at a certain angle.

SPECIMENS from Ralph J. McAnally, Omaha, Nebraska, are invariably good in design and pleasing as to colors. A package of recent examples of his work contains unusually interesting designs.



Cover-page by C. W. Harmony, Sapulpa, Oklahoma.

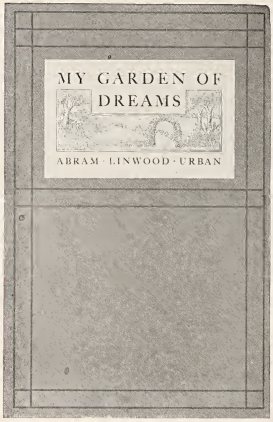
H. C. MILLER, Stratford, Ontario.— We would suggest that you avoid breaking display lines into the border at either side of the page, as this arrangement is rarely pleasing. Otherwise the specimens are quite satisfactory.

ELLIS COLEMAN, Shreveport, Louisiana.— The specimens are all nicely handled, and we find nothing whatever to criticize in any of them. We would especially compliment you upon the simplicity of design which prevails throughout the work.

RALPH J. HARPER, Los Angeles, California.— Your specimens are well arranged and offer little opportunity for criticism. We would suggest that you avoid the use of curved type lines and that you space text letters closely, both between words and letters.

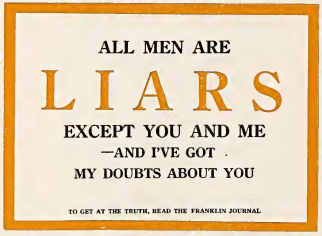
FROM Clarence A. Merrill, Farmington, Maine, we have received another package of his excellent commercial work. As studies in the value of simplicity in type-design, the specimens produced by Mr. Merrill are in the front rank. His work is another proof of the statement that many type-faces are not necessary to good printing, for most of the specimens contain only the plain roman face. An advertising card printed for *The Franklin Journal* is one of the most interesting examples, and we show herewith a reproduction of it.

FROM W. G. Dillon, Washington, D. C., we have received a copy of "The Marine Corps Recruiting Pamphlet." It is an attractive piece of work, in two colors, with a three-color cover. The booklet bears the imprint of the Isaac H. Blanchard Company, New York city.



Cover of a handsome book by the Wm. F. Fell Company, Philadelphia, Pennsylvania.

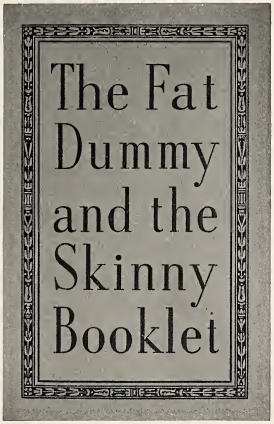
VICTOR A. JOHNSON, Brooklyn, New York.— Your specimens are neat in arrangement and the color-schemes used thereon are quite satisfactory. We note that most of the specimens have been kept within a limited number of type-faces, thus insuring harmony in the designs.



Motto-card by Clarence A. Merrill, Farmington, Maine.

FROM the service bureau of Wm. F. Fell Company, Philadelphia, Pennsylvania, we have received a copy of "My Garden of Dreams," a handsome book of which a limited edition has been printed. The work throughout is excellent, both the conception and the mechanical execution being pleasing. We show herewith a reproduction of the title-page, although not in the same colors as those used in the book.

From N. P. Eby, Fresno, California, we have received a number of attractive card and ticket designs. We show herewith reproductions of two of them.



Cover of a booklet by the Barta Press, Boston, Massachusetts.

John J. Reeder, Charlotte, North Carolina.— Your specimens are all well handled, and call for little criticism. On one or two of them, however, we would suggest but one series of type, instead of two. The cards for the Observer Printing House are very good.





Blotters by J. J. Guthrie, Houston, Texas.

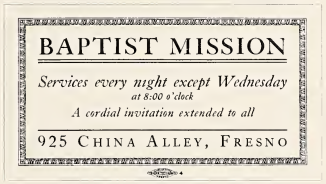
Wm. Hansford, Jr., Somerset, Kentucky.— Several of your specimens show entirely too much space between words. We would also call your attention to the fact that the warm colors — red, orange and yellow — should be used in small quantities only. The bulk of the page should be printed in a cold color.

The work of J. P. Gomes, Jr., Honolulu, H. I., shows a careful regard for harmony, both of shape and tone. The card shown herewith is an interesting arrangement in italics.



Card by N. P. Eby, Fresno, California.

The Barta Press, of Boston and New York, has issued an attractive leaflet entitled "The Fat Dummy and the Skinny Booklet." It is printed in green and black, on brown stock, and is very striking. The cover-page is reproduced herewith.



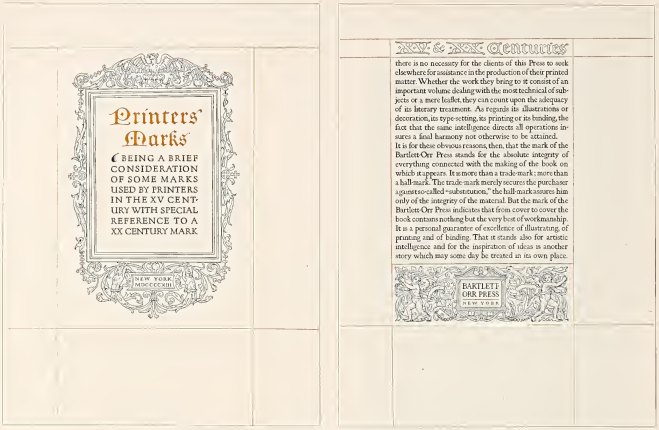
Card by N. P. Eby, Fresno, California.

Neatness and simplicity of design characterize the work of J. J. Guthrie, Houston, Texas. Among recent specimens from him, a series of blotters stand out prominently. They are neat in design and good in color. We show herewith reproductions of some of them.

David S. Brown, Bronson, Michigan.— The most noticeable feature in your designs is a lack of proportion. We secure proportion in our printed matter by the use of unequal space divisions, and we note that in your designs there is a tendency throughout to divide spaces directly in the center. When a line or group of lines is to be placed in a panel or on a page, it should be placed above the center rather than in the center, in order that the spaces above and below it may show a pleasing variation in size rather than a monotonous equality in size. Some of your work shows too much space between words.



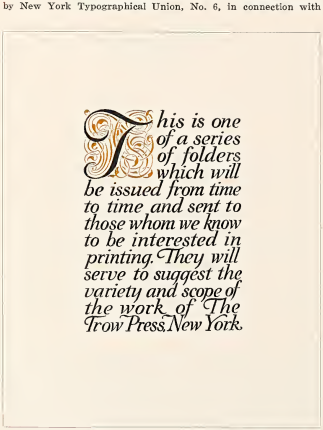
Card by J. P. Gomes, Jr., Honolulu, H. I.



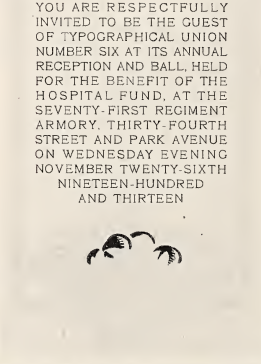
Pages from a booklet by the Bartlett-Orr Press, New York.

HEREWITH is reproduced a page from a folder recently sent out by The Trow Press, New York city. The original was printed in black and red, with an embossed border.

WE show herewith a reproduction of an invitation sent out by New York Typographical Union, No. 6, in connection with its recent annual reception and ball. The original is printed in brown, gold and blue, on white stock, and is very pleasing. The poster used to advertise this same reception is also an interesting piece of work. It was designed by L. L. Blue.

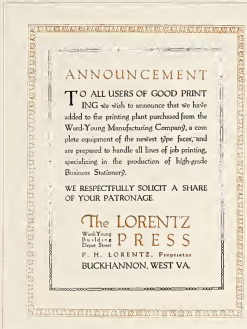


Page from a booklet by the Trow Press, New York city.



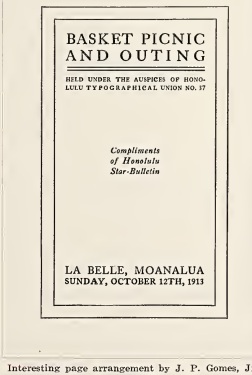
Invitation sent out by New York Typographical Union, No. 6. Original in gold and colors.

One of the most attractive pieces of printed matter that we have received in some time is a booklet recently issued by the Bartlett-Orr Press, New York. It is entitled "Printers' Marks," and is a brief consideration of some marks used by printers in



Announcement page by P. H. Lorentz, Buckhannon, West Virginia.

the fifteenth century, together with a few words regarding the Bartlett-Orr mark. The booklet is entirely consistent throughout, for inasmuch as the subject under discussion pertains to the

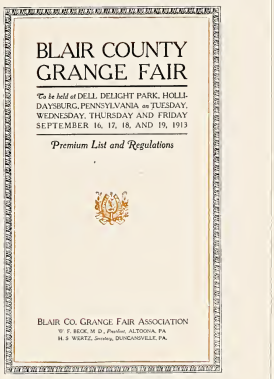


Interesting page arrangement by J. P. Gomes, Jr., Honolulu, H. I.

early printers, it has been treated typographically after the methods and styles of that period. It is printed in black and red, on hand-made paper, and is altogether a handsome piece of work. We show herewith reproductions of two of the pages.

The Louisville Paper Company, Louisville, Kentucky, has sent, in connection with a copy of its *Printers' Book*, a portfolio of handsome samples. The samples represent the work of some nineteen different printers, from the small, one-press shop to the large plant. The work throughout is excellent.

Readers of this department will be interested in the announcement that P. H. Lorentz, of Buckhannon, West Virginia, whose work has frequently been mentioned in these



By C. F. Skelly, Altoona, Pennsylvania.

columns, has established The Lorentz Press. We show herewith a reproduction of his announcement, although the original was printed in black and green on buff stock.

From J. P. Gomes, Jr., Honolulu, H. I., we have received a package of interesting commercial specimens. Harmonious, carefully proportioned designs are the rule throughout the work, and the effects are very pleasing. We show herewith a reproduction of an interesting page arrangement. A copy of the pictorial Hawaiian number of *The Mid-Pacific* magazine is also very nicely gotten up.

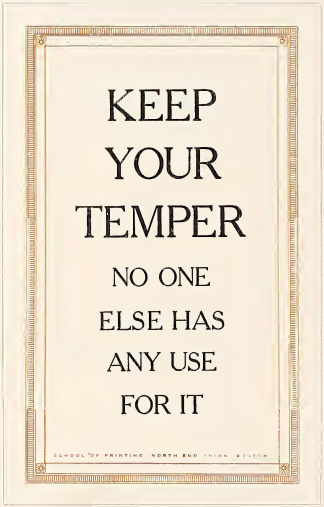
One ordinarily does not expect to find neat, clean typography on county-fair premium lists. Too often they are carelessly arranged and show a tendency toward the use of black type and ornaments. The premium-list cover reproduced herewith is, however, different, in that a neat, simple design has been used and the type and decorations are not too heavy and obtrusive. This design is the work of C. F. Skelly, of Altoona, Pennsylvania.

The Marchbanks Press, New York city.— Whatever question there may be as to the merits of the letter-heads is largely one of personal taste. We would prefer the design which is set in capitals. In the lower-case arrangement the group is rather close to the top of the paper and the design shows the effort which has been necessary in order to arrange the lines in a squared-up group. The shape of the group, being shorter and deeper than the group set in capitals, does not harmonize so pleasingly with the shape of the heading.

COMMERCIAL specimens from J. W. Short, Galt, Ontario, are well arranged and printed in carefully selected color combinations. We show herewith an interesting program cover-page.

THE SCHOOL OF PRINTING, North End Union, Boston, Massachusetts, sends out from time to time attractive motto and desk cards. These cards are arranged by the students and contain interesting quotations of various kinds. We show herewith a reproduction of the last one received.

HEREWITH is shown a reproduction of a page-design by T. Harvey Clinger, Philadelphia, Pennsylvania. While it contains an unusual amount of borders and decoration, it has been handled in a pleasing manner and has been kept harmonious throughout.



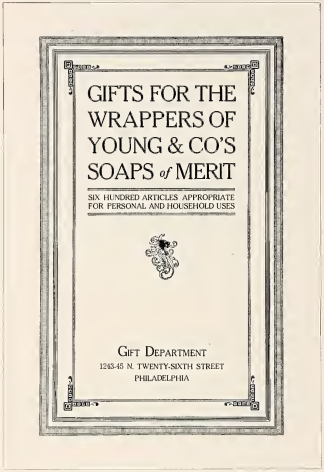
An attractive motto-card from the School of Printing, North End Union, Boston, Massachusetts.

WARREN W. GRAHAM, Watonga, Oklahoma.— The letter-heads are quite satisfactory, although the underscoring of the lines with two light rules, each of them in a different color, is not pleasing. We would suggest one rule instead of two, and would have it a trifle heavier in order that it may harmonize in tone with the type.

BROWN PRINTING COMPANY, Montgomery, Alabama.— While the cover of the booklet is especially good, both in design and color, the inner pages are not quite satisfactory. The initial letters are much too strong, due to the bright color which has been used as a background for them, and the rule in color around the pages is a trifle heavy.

WM. HANSELMAN, Toledo, Ohio.— The page in two colors is nicely handled and is very pleasing. We would suggest, however, that the text matter which follows the title, together with the ornament, be grouped closer, and that the lower group on the page be raised a trifle. It is now rather close to the bottom rule, especially as there is a large amount of margin at either side.

W. H. WRIGHT, North Tonawanda, New York.— A noticeable feature of your specimens is the use of too many type-faces. Where three or four styles of type are used in a job there is usually a lack of harmony, due to the fact that they vary either



Design by T. Harvey Clinger, Philadelphia, Pennsylvania.

in shape or tone, and the most pleasing printing is that in which harmony is a dominant feature. As a usual thing, one series of type for each piece of work is preferable to three or four series.

FROM Ware Bros. Company, Philadelphia, Pennsylvania, we have received a copy of *The Carriage Monthly*. This particular



Cover-page by J. W. Short, Galt, Ontario.

number is devoted to the proceedings of the forty-first annual convention of the Carriage Builders' National Association, and is unusually interesting. A large number of illustrations of people and incidents connected with the convention make it especially desirable to readers. The mechanical execution of the book is quite satisfactory.

NEWSPAPER WORK

BY J. C. MORRISON.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

"THE LABORER IS WORTHY OF HIS HIRE."

Probably ninety-nine per cent of the readers of this department have at one time or another sat at the banquet board provided by the commercial club of some aspiring city and heard the after-dinner speakers extol the editorial profession and praise the worth of the men engaged in it. "The church, the school, and the press," exclaims one, "are the great uplifting forces of the community." "The press is the palladium of our liberties," cries another, mixing his classical allusions a bit, "guarding, with eye that never sleeps, the temple of civic righteousness." Then another, opening with a facetious quotation from Moore, "Though an angel should write, still 'tis devils must print," reminds us that an angel is a messenger, and that the modern press is an angel (messenger) that brings hope to those who faint, solace to those who mourn, but harsh commands to those who would oppress or corrupt. Under the spell of such fervid oratory the editor goes back to his daily or weekly task and again takes up the burden of community service. He translates into the vocabulary of every-day acts the poetic imaginings of the orator.

But one may attend any number of these banquets, and hear unlimited praise bestowed upon the printer's art, the publisher's enterprise, and the editor's courage and public spirit, but he will never hear the simple thought —

"The laborer is worthy of his hire."

Surely an editor, if he be only half as courageous, public-spirited, open-minded, powerful, considerate and discreet as the after-dinner speakers tell us he is, is worthy of his hire. To his profession he must bring the sound judgment of the banker, the broad humanitarianism of the physician and the erudition of the attorney, to say nothing at all of the technical training and knowledge required. To say the least, he is as indispensable to the community as any one of these, and worthy of as much financial reward.

Then why not get it?

Charging Editorial Time.

Make a direct charge against the newspaper for "editorial service." This charge will of course vary according to the size of the paper, but in determining what that charge should be the editor-publisher is the sole judge. In determining what salary the editor-publisher should allow himself, he can approach the question from either of two ways. He can say to himself, "How cheap am I willing to work for this community?" or he can say "How much are my services worth to this community?" If he approaches the question from the first viewpoint it means that he regards himself as a mere space-writer, and he does well if he allows himself a dollar a column for the stuff he turns out. If he approaches the question from the second viewpoint, he sees his position in the community as analogous to that of the other community leaders and entitled to a similar reward. Just as the responsible head of a bank is worth more than a mere bookkeeper, and the superintendent of schools is worth more than a grade teacher, so the responsible editor of a newspaper is worth much more than a mere space-writer. Like many another responsible person he is paid (or should be) not only for what he does, but for what he knows. Just as it is of vital importance to the financial interests of a town to have a banker who knows how to protect the financial welfare of concerns which build up the community, and discourage those which would end only in disastrous failure, so also an editor who knows what to "play up," when and how the "playing up" should be done, when and how to use the "soft pedal," and who will do all this with an eye single to the well-being of the community is entitled to a salary commensurate with the service which he performs.

The Measure of Salary.

Having approached this question from the viewpoint of "How much are my services worth to this community?" the practical question remains as to "What is the measure of my worth?" In answering this, it appears to me that an editor-publisher is entitled to charge against his newspaper as salary an amount equal to that received by the other "prominent citizens" of the community. In some of the smallest towns, community leadership is vested in men who receive a matter of only $1,000 to $1,200 a year, and in such a case this would be a fair amount for the editor to charge the community for his services. In larger towns, the community leaders (bankers, lawyers, doctors, superintendents of schools, etc.) are about $2,000 men, and in such towns the editor is entitled to similar compensation. In still larger towns, the $3,000 to $5,000 men are the community leaders, and the editor is expected to be one of them in their community activities; but on account of the meager return which he is receiving for his services, he is apt to find the company "too fast."

Where the Editor Was Lacking.

There recently came under my observation a great community movement embracing several counties and enlisting the services of the prominent attorneys, bankers, doctors, farmers, business men, school men and editors. It was a movement which especially needed the coöperation of the press, yet for a long time the press was slow in responding,

and for one reason only — lack of money. The men engaged in the movement were of a class that thought nothing of appointing a committee meeting a hundred miles away and incurring the expense of railroad fare, hotel bills and incidentals. On the committee were several newspaper men, but almost always they failed to appear at the meetings. Their repeated absence was the occasion of adverse comment among men who did not understand that the editors were not collecting enough from their communities to allow them to take proper part in this community service. Here was a movement of which the editor should have been primarily a part, but he was not, and the community was a loser because he simply could not afford to be a part of it.

This illustration was a striking one, and yet lesser illustrations could be cited without number where the editor either is not or is with difficulty living up to his proper place in community leadership because he doesn't collect enough from the community to warrant it. And the reason he is not collecting enough is because he does not make the proper charge against his newspaper for "editorial service." Of course, many and many a newspaper to-day is paying nothing for "editorial service," but nevertheless it should, and the rates for subscriptions and advertising should be raised enough to permit this to be done.

The Manager's Salary.

This charge for editorial service is quite different from the salary which the owner-manager of a printing establishment charges against his plant. The owner-manager of a print-shop, whether or not it prints a newspaper, is entitled to charge a salary for himself, and the fair measure of that salary is double the amount paid to the best-paid employee. This is the fair measure of the salary of the owner-manager of a job-printing establishment, where the owner has no responsibility for the proper editing of a newspaper, so that certainly the owner of a plant which issues a newspaper as well as doing commercial printing is entitled to an additional compensation for his editorial services. It is this compensation for editorial service with which we are primarily concerned, and where the editorial service is performed in addition to managing a commercial printing establishment the two salaries should be charged, the editorial salary being charged to the newspaper and the managerial salary charged as an "overhead" to manufacturing costs. Of course, no man can do work enough to be entitled to two men's salaries (although many country editors come near doing it), and this discussion aims only to show the two sources of the printer-editor's salary and the true measure of each.

The Rate for Each Thousand of Circulation.

This discussion may appear foreign to the main purpose of this department, but it is suggested by a question coming from a publisher in Indiana, "What is the advertising rate for a daily of 500 circulation?" and by another from a southern State, "How much can a weekly of 1,200 circulation charge for its advertising space?"

There is only one answer to these questions: Charge enough to make it pay.

So far as I have been able to ascertain, there is absolutely no logical basis for a rate for each thousand of circulation, and furthermore, I know of no recognized or generally accepted rate for each thousand of circulation. I have never talked with a newspaper man who knew what the rate for each thousand of circulation is, and yet the idea seems to be prevalent that the editor over in the next county who always goes to editorial meetings knows, or if he doesn't, then the editors over in the next State, or the members of the national association know. Well, ask them all and you will come to the conclusion that I have, and that is that the rate for each thousand of circulation is a myth.

Whence Came the Myth?

We have found by our previous study of advertising costs that there is no possibility of there being a rate for each thousand of circulation, and we have shown further that it is one of the foundation-stones of the newspaper business that "an inch of advertising should carry an inch of reading-matter," and yet the observance of this doctrine precludes the possibility of there being a rate for each thousand of circulation.

Here, then, are two contradictory traditions. Whence came they?

The tradition that an inch of advertising must carry an inch of reading-matter has been evolved from the experiences of practical newspaper men, and is consciously or unconsciously observed in a general way in every newspaper office in the country.

The tradition that there is a rate for each thousand of circulation comes from our good friends — the buyers of advertising — and perhaps especially from the men who travel about and buy advertising space for patent-medicine concerns. These men have been adepts at buying advertising space at ridiculously low rates, and they have always talked of the rate for each thousand of circulation. When dealing with the smaller papers they have always cited the rate given them by some paper of several thousand circulation and used this rate as the basis for the rate given the small paper. The inexperienced publisher was led to believe that general advertisers bought advertising on the basis of a rate for each thousand of circulation, and that every one except himself knew that rate and recognized it, and thus the tradition that there is a rate for each thousand of circulation grew up. It comes entirely from the buyers and not from the sellers of advertising space.

Of course, I say this out of no spirit of hostility to general advertisers or advertising agents, but simply as showing the origin of the tradition. As a matter of fact the time is already here when the general advertiser and the country newspaper should get closer together, and each get more of the viewpoint of the other for their mutual benefit; but all that is another story.

Like a Rate "By the Hundred" on Jobwork.

There is no more of a rate for each thousand of circulation than there is a rate "by the hundred" for printing letter-heads — and how often does a country printer have that question asked him by a prospective buyer!

The only difference is that we as printers have learned to deal with the buyer of letter-heads on the basis of so much for the "first hundred" and so much for "each additional hundred" (or so much for the "first thousand" and so much for "each additional thousand"), but we have not learned that advertising is produced on a similar cost basis, and that the first thousand of circulation costs upward of 15 cents an inch, while the additional thousands can be produced much more cheaply. Because a newspaper of 5,000 circulation sells advertising for 25 cents an inch is no more a reason that a paper of 1,000 circulation should sell it for 5 cents an inch than that one customer should get 100 letter-heads for 50 cents because another gets 1,000 for $5. The country printer has long outgrown the latter proposition (we hope), but it will take a deal of

discussion to get out of the mind of the country publisher the idea that there is no more of merit in the former proposition.

How One Editor Saw It.

Yet, in this connection, I am pleased to find that in the discussion on advertising costs at the last meeting of the Minnesota Editorial Association, a "member" (unfortunately his name is not given) stated that he was the publisher of a little four-page paper and went on to say: "Although I have not got the cost system in operation, I have kept a pretty close record of costs, and I know it is true that the cost of advertising by the inch in a paper of our class is just as high as it is in a paper like the Northfield *News* or any other. It has been said that it isn't fair for a paper of 500 or 600 circulation to charge a merchant as much as he would be charged by a paper with a larger circulation. But I maintain that there is a fallacy in that argument for the reason that it depends a great deal on the effectiveness of a paper as an advertising medium. Take a paper with 500 satisfied customers, what is it worth to the advertiser? I know, and my advertisers bear me out in the fact, that the advertising in my paper is a great deal more effective than in some other papers of that class of circulation in my territory. This is due to the fact that our readers are interested in our paper. If your readers are interested in your paper from the standpoint of newsmatter and editorials, your advertising is going to be effective. Another thought occurs to me, and that is that in the small towns the merchant has not the keen competition that the advertisers in the larger papers have, so that the advertising received in a paper which has 500 circulation is better because there is not the competition that Brother Roe's [editor of the Northfield *News*] advertisers get in his paper which reaches 2,500, and so advertising in a paper of small circulation in a small town is worth just as much by the inch to the advertiser there as an advertisement would be in a large paper to merchants in a larger town with more competition."

The remarks were made extempore, and the thought is not fully developed, yet one can detect that the reasoning is sound. The member stated that he was an accountant before he was a newspaper man (rare good fortune) and so had a fairly accurate line on what his advertising space was costing, and made his rate accordingly.

Why Local Advertisers Should Pay the Rate.

Of course, this gave him a rate "for each thousand of circulation" very much higher than the larger newspaper would charge, but the advertisers of his town, and the general advertisers, could not reach his readers by using the larger paper off in some other county, or perhaps even the larger paper in his own county. The nub of the whole question is simply this, that every newspaper is a business solicitor among the patrons and prospective patrons of the advertisers. If the newspaper reaches a reasonable number of those patrons within the merchant's trading territory, then he is willing to advertise and to pay the rate necessary to reach those patrons. If the merchant is given to understand that 15 cents an inch or better is the rate necessary to be paid, then he will pay it — if asked to.



The Lumberman's Bunkhouse.
Photograph by R. R. Sallows, Goderich, Canada.

Why the General Advertiser Should Pay.

Now as to the general advertiser. Will he pay this little paper of 500 circulation 15 cents an inch when he can get advertising in a paper of 3,000 circulation for 25 cents

or less? Well, some will and some will not. The little paper has those 500 prospective customers that can be reached in no other or at least in no better way than through the local paper. If the general advertiser can see additional profits in reaching those 500 people, then he will use that paper and pay the rate; if the prospects of additional profits are too uncertain to pay the rate, then he will not.

The situation is somewhat analogous to the rates paid for transportation by different traveling business solicitors. A man in one line of business desires to reach only the merchants, so he travels by rail at 2 cents a mile. Another desires to reach the farmer, so he travels by auto at 15 cents a mile. He may accuse the automobile livery of charging him a ruinous rate, but the fact remains that he can't reach his prospective customers by sticking to the railroad as a means of travel. Because the railroad will carry a passenger at 2 cents a mile is no reason why the automobilist should carry a passenger at the same rate. Of course, the passenger may conclude that the prospective business will not warrant the paying of 15 cents a mile, but that's his affair. So it is with the small country paper. Here are a certain number of prospective customers who can be reached only through this medium. The larger paper may carry the advertiser at a less rate "for each thousand of circulation," but he can't use the big paper to reach these people. Whether or not he wants to reach them at our rate is for him to decide. Our affair is to see that we get enough to pay for our own time, and the gasoline, oil, tire expense, repairs, interest and depreciation.

What has been said here is not limited in its application to the paper of only 500 circulation. Every country paper is "large" or "small" only by comparison, and in each case where the smaller paper tries to base its rate on the rate for each thousand of circulation of the larger paper, there will be trouble in store. The metropolitan papers get down to a rate as low as 2 cents per thousand of circulation, but a country newspaper can't live at such a rate any more than an automobile can run for 2 cents a mile. Each class of newspapers must have a different rate by the thousand, and the smaller the paper the higher the rate. As near as I have been able to work out any rate which would apply to all papers, it is this: a minimum average rate of 15 cents an inch for all papers of 1,000 circulation or under and an increase of about 5 cents for each additional 1,000. This is only an approximation and does not mean that a publisher should not charge more if the cost of producing his newspaper demands it.

"Onlooker" Raises Its Rates.

During the past month I had the pleasure of corresponding with Frank Fesler, of the Foley (Ala.) *Onlooker*. Mr. Fesler has an especially good news service for the size of his town, and advertises that the *Onlooker* is "an accurate reflector of the life, progress and events of the county," and if Foley is only half as good as the *Onlooker* reflects, it is a good place to live. In return for the good service which he is rendering the community Mr. Fesler has put in an advertising rate of 25 cents an inch for one or more insertions and 15 cents an inch for monthly contracts. Mr. Fesler is not going to get rich at these rates, but they are a vast improvement over the old rate, and will yield a more nearly fair compensation, and now his leading off will perhaps encourage the rest of the brethren to put their rates somewhere nearer a compensatory basis.

This movement to put the country newspaper business on a better basis is a grand thing, and it is a pleasure to get in touch with men who, like Frank Fesler, realize the importance of their service to the community and have the courage to ask for an adequate compensation.

A Minnesota Editor Is Thankful.

In this connection, if my readers will pardon a personal allusion, I would like to publish an encouraging paragraph from a Thanksgiving editorial of I. M. Klanes, of the Starbuck (Minn.) *Times*. In this editorial he takes his readers into his confidence regarding the cause of his success the past year, and among other things says:

"Do you know that almost every country newspaper is losing money? It's a fact — that is, they lose on the paper. In order to live, they make up for it in the job-printing department. There is a little profit in job-printing, but even that is small. This small profit has to wipe out the loss on most country newspapers and then give the editor a living besides. Is it any wonder that most editors have a worried look? And that is why the progressive country newspapers are now accepting the advice of Brother Morrison, of the Morris *Tribune*, who taught us what was the matter with the country newspaper. The Starbuck *Times* took Mr. Morrison's advice the first of last March, and now at this Thanksgiving time we are thankful to Mr. Morrison, too."

Now the writer has been in the newspaper game long enough so that he appreciates a bit of praise and the knowledge that he has been of real service to some one; but more important than that, it is pleasing to know that this movement to put the country newspaper on a better basis is reaching all the way from Minnesota to Alabama, and many places in between.

The Newspaper and Rural Development.

There is another great movement going on in this country — the revival of interest in rural life. Everywhere it is coming to be recognized that a healthy condition in the rural life of the nation is the sheet anchor of the nation's prosperity and perpetuity. To that end, there is a great movement not only for better farming, but better rural education, better rural social life and better living. In all this the country newspaper must play a great part and be really edited by a man who is in touch with the community life, and not simply thrown together by a man who ekes out a living doing job-printing in the daytime and writes up a few inconsequential local happenings at night. If a healthy rural life is the salvation of the nation, then the greatest agency for promoting that healthy rural life is the ably-edited country newspaper. Thus the ably-edited country newspaper appears to be one of the great agencies for the welfare of the nation — and it is.

And if the country editor is to do this great work, "the laborer is worthy of his hire."

Which, being interpreted, means "Did you raise your subscription and advertising rates to a compensatory basis on the first day of January?"

THE INSPIRED COMPOSITOR — ALWAYS IN BAD.

An Englishman who had been for a tour around the world was much annoyed with a report of his return which appeared in a local paper. This report ended:

"His numerous friends are surprised that he is unhanged!"

He did not know that the offender was the compositor, who, in setting up the report, had omitted a letter "c," thus substituting the word "unhanged" for "unchanged," which the reporter had written.

PROCESS ENGRAVING

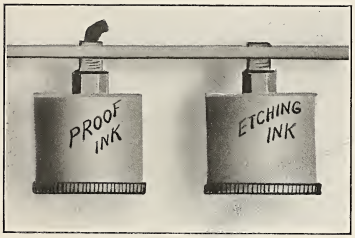
BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Ink Cups to Preserve Ink in Condition.

Carl G. Johnson, Eau Claire, Wisconsin, sends this department a sketch of a device of his for keeping transfer and proving inks in good condition. It consists of the ordinary grease cups used on the engines of automobiles, which may be had at any garage or from a dealer in auto supplies. A crossbar of metal is drilled and fitted to receive the neck of the grease cups. This crossbar is securely fastened in a convenient position over the ink slab.

The drawing supplied by Mr. Johnson shows at a glance



The Ink Cups Secured in the Cross Bar.

how the ink oozes from the mouth of the proof-ink cup, and this was done by simply turning the cup slightly. When the ink is all gone the cup is unscrewed and refilled. As etching and proving inks should be too stiff to be used in tubes like thinner inks, these grease cups are just the thing for engravers as they keep the inks fresh and clean.

The Employing Photoengraver and His Men.

Even with the best equipment and the best layout nothing can be done, says the *British Journal of Photography*, without a competent and willing staff. The employer's function is to select the best men obtainable for the respective departments, and to see that they are comfortable so that they are contented and work in coöperation with each other. English engravers do not pay sufficient attention to the organization of their staffs; and because American engravers do they are able to pay higher wages and get a greater product. This is not due to any slave-driving, or extra ability on the part of the American workman: it is almost solely due to taking care that the workman's efforts are not wasted, and that the result of one man's work properly fits in with that of the others. It is necessary to have a thoroughly practical man at the head of affairs, preferably one who has gone through all stages of the work himself. Photoengraving is no doubt difficult work for which to organize the workmen so that they shall be always fully occupied, neither over nor under worked, because of the frequent rush of work followed by slack periods. Still, every effort must be made to keep the men working up to concert pitch while they are at work, rather allowing them to have a holiday when they have nothing to do than to let them hang out for full time work that should properly be done in half time.

Pattern in Reproducing Half-tones.

A correspondent asks: "What makes the pattern in reproducing half-tones from half-tones, where the correct angle is not used? Kindly give the scientific reason for this."

Answer.— This question is not of general interest, so space will not be given to replying to it here. Correspondent is referred to Max Levy, the master of screen theories and practice, who is always pleased to answer scientific questions. Readers of this department are not curious to know what makes the pattern; they are anxious to know how to avoid it.

Rotary Gravure Patents.

At the present time there is a flood of patents connected with rotary photogravure. It is either some feature of the method or machinery for printing from engraved cylinders that is being protected by patent. Maurice Dumont and Leon de Moor, of Brussels, have been granted a patent on the following method of getting a design on a copper cylinder and engraving it intaglio or in relief: The design is first produced upon the cylinder in greasy ink, either by drawing on the cylinder, by tracing, or by photolithographic transfer. The greasy design on the cylinder is then powdered with either talc or resin and the cylinder cleaned, except on the parts covered with the design, with a weak acid bath of say nitric acid. After washing the cylinder free from all traces of acid it is coated with a fish-glue or other enamel solution and dried. The cylinder is then exposed to light, which hardens the entire coating of enamel, after which it is then turned in a bath of turpentine, which penetrates through the hardened enamel coating until it reaches the design in greasy ink which it dissolves free from the copper cylinder, carrying the enamel coating immediately over it away with it, thus leaving the copper cylinder bare where the design in greasy ink was. After washing the cylinder free from turpentine

with benzin the enamel coating on the cylinder is burned in and is then ready for etching in chlorid of iron by turning the cylinder in a bath of the iron solution. The present writer recommended a similar method in this department many years ago, the purpose then being etching embossing designs on flat plates of brass, so that it is not likely the invention can be considered new in this country.

The Graphic Group.

Arthur S. Allen, of the Philip Ruxton Company, Incorporated, has accomplished something in a quiet way that deserves notice. He has gathered together in New York a number of men selected from the different lines of business connected with the printing art. They call themselves the "Graphic Group." They have no constitution or by-laws. They meet at dinner, twice a month, in a dining-room at the National Arts Club. After dinner one of the members, or a guest, talks for twenty minutes or a half hour on some subject connected with the graphic arts, after which there is a free discussion of the subject. The expense of the dinner is shared by those present, so there is no trouble about the finances of the society. The group consists of about twenty members, each one of them a representative leader in one of the various branches. They have been meeting for two years, and the talks and discussions have been most instructive to those who have had the privilege of being present. They do not want publicity, but their activities are referred to here as the idea is a most valuable one and could be carried out in every city in the country. All that is required is some practical man who is also a good "mixer," like Mr. Allen, to talk with an artist, photographer, engraver, electrotyper, printer, paper-dealer, ink-dealer, advertising agent, publisher, and also other representatives of these lines, and persuade them to meet as the Graphic Group does. From this small beginning it is easy to see in the future possibilities of a large society with a permanent home and a cultivation of these arts to which our lives are given.

The Chalk Process.

"Clericus," Indianapolis, writes: "Would you kindly send me the recipe for mixing the chalk when applied to steel plates in the process of etching? I have the entire outfit for this work, but can not get the chalk to adhere to the steel plates, and it also crumbles. Is there a sizing to be put on the steel before the chalk is applied? Should the chalk be sufficiently hard, after baking, to allow drawing and sketching on it? What metal is best for this work?"

Answer.— Square plates of saw steel are best for putting the chalk coating on. By using the following formula and instructions you should succeed: Dissolve pure gum arabic in warm water until it is the consistency of mucilage. To every teacupful of precipitated chalk add one teaspoonful of the gum-arabic solution. Add water and stir the whole until it becomes a thin emulsion. Remove the rust from the base-plates with emery-paper, which gives the steel a slight "tooth," to which the coating adheres. Blue the steel on a hot fire to remove all finger-marks and grease, and while the steel is warm pour on it the chalk emulsion. Bake slowly in an oven until the water is evaporated. A good way is to put the plates into an oven at night and leave them until morning. Peel off the upper crust, when the chalk attached to the steel should be a sixteenth of an inch thick, or less. This will be found hard



Memories of Summer Days.

Photograph by R. R. Sallows, Goderich, Canada.

enough to sketch on with a soft pencil. If on trial with the point the coating proves too hard, there is too little chalk in the emulsion. If the coating should prove too soft, there is too much chalk.

Engraving and Printing Sheet Music.

James P. Doyle, Buffalo, writes: "Can you supply any information on the method by which music is engraved and printed by the punched process? I have made inquiries everywhere without success, and have just been referred to you by the *Scientific American* as the one most familiar with engraving methods."

Answer.— The best sheet music is engraved intaglio on a special metal alloy plate something like pewter. The staves are scratched in with a steel comb having five teeth. Then the clefs and notes are punched in the plate as well as the type. A sheet of music is engraved so quickly by expert workmen that the cost of a page of music engraved in this manner is only about 60 cents. When the plate is engraved it can be printed from on a copperplate press, should the edition be a small one, and this is the way the most expensive music is printed. It is customary, though, to use the punched plate merely to pull transfers from to be transferred to stone so that the edition may be printed lithographically. Just now punches are being made in reverse, so that transfers from the punched plate can be used on the offset press.

Positives Direct in the Camera.

E. L. Birmingham, Columbia, South Carolina, writes: "I am one of the many readers of 'Process Engraving,' and would like to ask you a question which I hope will not appear foolish to you as it is of importance to me. I have many reverse plates to make which call for two exposures — a negative and a positive. Is there any way that, by one exposure, through the camera, I can make a positive the size required from the copy without the trouble of making a negative?"

Answer.— Daguerreotypes, Ambrotypes and Ferrotypes, commonly called "tin-types," are positives made direct in the camera. What you are after is a positive on glass which you can use later to print on metal. This can be made on a dry plate, but there is no way, that the writer is familiar with, of making one on a wet plate. You make a very common error in calling positives "reverse plates." A reversed plate is one in which the lettering or design is reversed as to right and left. It can be either positive or negative. A positive on glass is one in which the lettering or design is in black with a transparent ground to distinguish it from a negative in which the lettering or design is transparent with a black or opaque ground. Proper definitions are important. It was a colored preacher, in your State, who defined for an inquiring brother, that it was called "Appendicitis when you has it in de side an' appendicetis when you gets it in de seat."

Brief Answers to a Few Correspondents.

F. C. Stettler, Portland, Oregon, writes: "Please advise what acid is used in etching engraver's metal composed of antimony, lead and tin?"

Answer.— Try nitrohydrochloric acid, which is a mixture of one part nitric and three to four parts hydrochloric acid.

"Apprentice," Brooklyn, New York, will find the following, from the *Harris Monthly*, a good strong solution for etching aluminum: Strain through muslin three pints of gum solution, one pint of nutgall solution, two ounces of phosphoric acid, twenty per cent strength, and a few drops of carbolic acid to keep it sweet. For a weaker etching solution double the quantity of gum.

"Publisher," New York: Glossy Velox prints will give equally good half-tone results with red-toned P. O. P. photographs.

J. C. Rockwell, Boston: The trouble with the reproductions of old letters which you enclosed is that the half-tone screen used was not fine enough. You can reproduce old papers with a 150-line screen, but a screen of at least 175 lines must be used to reproduce fine pen lines or they will show "saw teeth" at certain angles.

P. S. Peters, Hartford: You can bleach blue-prints with most any alkali, though you will find oxalate of potash, about sixty grains to the ounce of water, to be the best bleacher.

"B. L. T." PICKUPS.

THE EARLY BIRD CATCHES THE WORM.

Mr. and Mrs. David Chicken, of Tekamah, Neb., announce the engagement of their daughter, Bessie Myrtle, to Mr. Frank F. Grub, of Chicago.— *Des Moines Register and Leader.*

WISDOM WHILE YOU WAIT.

These "peg-top" skirts are much the "smart" and "swagger" thing. They get their name from imitating the "turnups" on men's trousers.— *Springfield (Ohio) Sun.*

HOW COOL THE NIGHTS ARE GROWING.

Dentist without clothes wishes to exchange services with tailor without teeth. Address A 5, care Post-Intelligencer.— *Seattle Post-Intelligencer.*

A REGULAR CUT-UP.

Sir: N. Y., a regular cut-up in a clipping bureau, takes friend wife the remainder and residue of the old home papers just to hear her ask, from shear curiosity. "What did you cut out?"— *F. H. M.*

THE UNTERRIFIED COMPOSITOR AND THE INSPIRED MAKE-UP MAN.

Pink predominated in the color scheme, and a large silver bowl of pink roses formed the centerpiece of the table. Corsage bouquets of pink roses were given as favors. A large heart-shaped wedding cake over which was cast an arch of orange blossoms was served on a magnificent silver platter. Miss Paddock was then called upon to cut the cake, making the customary wish. The ice-cream was placed on the table from bell-shaped molds. The afternoon hours were spent in inspecting the beautiful Beardsley home, the hostess narrating the stories of the many curios collected during her travels in near and distant countries. Never feazed me. Had on boots.— *Elkhart (Ind.) Review.*

NOW, CHILDREN, WHAT IS WRONG WITH THIS SENTENCE?

"We find the work very satisfactory and have placed your sample copy on the shelf of reference books where it is becoming familiar with all english students."— *From a letter written by a high-school principal.*

THE INSPIRED PROOFREADER.

Dear Ima: How is it possible to tell tainted meat?

MRS. NEWLY WED.

Dead easy, dear. Eat it, and if you die, t'aint; if you live, it isn't.— *Davenport's Dope.*

(Eight to five that the Inspired Proofreader substituted the last two words.)

— *Line-o'-Type or Two, Chicago Tribune.*

AN ANGLO-AMERICAN EXPOSITION IN 1914.

In London, this year, the people of the United States and Great Britain will get together in an exposition that promises to go far beyond anything of the kind in which they have been interested heretofore.

The year 1914 will bring the centenary anniversary of the signing of the treaty of Ghent, which has resulted in one hundred years of peaceful and friendly relation between the two countries, and it is proposed to recognize this anniversary in a way that shall fittingly commemorate its importance as well as illustrate in a definite way just how influential the two countries have been in the material progress of the world.

The idea of a demonstration to commemorate as well as to celebrate this one hundred years of peace has taken root in a way to insure unusually interesting results, and the Anglo-American Exposition has assumed an aspect that promises to unite the two nations more closely than ever.

It will be an occasion of joining hands across the sea after a fashion never before attempted, and the scope of the undertaking provides for exhibits that will illustrate what the United States and the United Kingdom have done for the world in the century just closing, in every branch of industry, art, science, and education.

The plan of a dual exposition of American and British products was first definitely suggested at a meeting of the American Society in London in 1908, at which the late Ambassador Reid presided. In his remarks he said: "It has been borne in upon a good many of the American residents in London engaged in business here, that they see under their eyes the first opportunity in the history of the world as far as international exhibits are concerned of having one ready on time with the buildings already constructed and with nothing to be done but to get manufacturers ready to exhibit to come in and take possession."

From time to time since these remarks were made, the project has been discussed by members of the American Society in London, culminating in a decision that the centenary of next year would be the proper occasion.

Definite plans were adopted and an inaugural meeting was held at the Mansion House, London, on March 26 of this year, at which Lord Mayor of London, Sir David Burnett, presided. It was then decided to conduct this dual exposition of the British and American products; also to serve as an exhibition of progress achieved in education, science, literature, inventions and improvements in social life, thus placing before the world the fruits of the intellect and genius of the people of both nations.

The site of the exposition, which will be open from May to October, 1914, is in the Shepherd's Bush section of London, where have been constructed an imposing group of exhibition buildings. These occupy a tract of more than one hundred and fifty acres, readily accessible from the center of London's main thoroughfare. The main entrance is connected directly with the terminus of, or in close proximity to, the leading railways, tramways, and subway tubes, in the center of a network of transportation lines, affording easy means of communication with all parts of London.

Elaborate plans are well under way to make the various exhibits as comprehensive as possible, and a great advantage is the fact that the buildings, all of fireproof construction throughout, are complete and actually ready for occupancy. This makes impossible the delay and inconvenience caused by the inability to finish construction work on time.

The graphic arts will have their due attention. Under the fine-arts group will appear engraving and lithography, and under liberal arts will appear typography and other printing processes, photography, publishing, bookbinding, mapmaking, etc.

The promotion of the project has enlisted the coöperation of hundreds of men foremost in the affairs of England and America. Organized under the auspices of the Duke of Connaught as patron, and the Duke of Teck as honorary president, the list of vice-presidents includes some of the most prominent members of the American Society in London, and influential Americans in Great Britain.

At the head of the Executive Committee is the Earl of Kintore, with whom are associated Lord Blyth, Sir John A. Cockburn, Sir Archibald Geikie, Sir William Mather, Sir Edward J. Poynter, Lord Rotherham and Arthur Stanley. Imre Kiralfy is the director-general; and the London American Committee, consisting of the Council of the American Society in London, is made up of Robert N. Fairbanks, chairman; Fred M. Fisk, vice-chairman; J. Morgan Richards, treasurer; Frederick C. Van Duzer, secretary; Oscar H. Baldwin, Walter Blackman, Frank E. Bliss, Andrew Carnegie, J. R. Carter, John W. Cloud, Albert N. Connett, R. Newton Crane, Robert J. Davis, Thomas L. Field, Arthur G. Glasgow, Robert D. McCarter, James McDonald, George A. Mower, Francis E. Powell, and Isaac Seligman.

The American vice-presidents are Nicholas Murray Butler, LL.D., Ph.D., president Columbia University, New York city; Joseph H. Choate, New York city, formerly ambassador to the Court of St. James; Abbott M. Lowell, president Harvard University, Cambridge, Mass.; James B. Forgan, president First National Bank, Chicago, Ill.; David R. Francis, ex-governor of Missouri, president recent international exhibition, St. Louis, Mo.; Alba B. Johnson, president Baldwin Locomotive Works, Philadelphia, Pa., and Samuel Mather, president Verona and Hemlock River Mining Companies, Cleveland, Ohio.

Included in the American Executive Committees are J. J. Arnold, vice-president for foreign trade division, Chicago Association of Commerce, Chicago, Ill.; James A. Chadwick, Fall River, Mass.; J. B. Dimmick, ex-mayor of Scranton, Pa.; Walter A. Draper, president of Chamber of Commerce, Cincinnati, Ohio; H. A. Fitch (chairman), Kansas City Local Committee, Kansas City, Mo.; W. O. Hart, New Orleans, La.; George H. Kelly, president Commercial Club, Omaha, Neb.; Clarence R. Mengel, Louisville, Ky.; Frank L. Mulholland, president Commerce Club, Toledo, Ohio; Erskine Ramsay, Birmingham, Alabama; W. Champlin Robinson, Baltimore, Md.; Ashton Starke, Richmond, Va.; William H. Stevenson, president Chamber of Commerce, Pittsburgh, Pa.; G. F. Watt, Harrisburg, Pa.; and Harry Welch, secretary, Phœnix Board of Trade, Phœnix, Ariz.

Each member of the American Executive Committee is the chairman of a local executive committee in his city, composed of prominent merchants and manufacturers. The American committee as a whole consists of United States senators, congressmen, governors, mayors of the principal cities and many leading citizens from all sections of the country — more than four hundred in all.

The American executive offices of the exposition are in the Woolworth building, New York city.

THE crown of all faculties is common sense. It is not enough to do the right thing, it must be done at the right time and place. Talent knows what to do; tact knows when and how to do it.— *W. Matthews.*

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

The Pronoun One.

T. B. F., New York, writes: "We have had a discussion about the word one as a pronoun. The point argued was whether it is better to say 'The day was a fine one,' or 'It was a fine day,' or 'The day was fine.' And what do you think of one as a personal pronoun? Isn't 'When you consider' to be preferred to 'When one considers'?"

Answer.— I do not see much ground for discussion in the three sentences. What little choice I can make among them favors either the second or the third, but I do not know that I should bother to choose for my own use. I should say whichever happened to occur to my mind. If I had another man's expression to deal with as a proofreader, I should allow him the same privilege, and let it go unquestioned as it was written. The other choice likewise must be left to individual preference. Such use of one is thoroughly established among good writers, and so is the other expression, and neither is very much better than the other. Here is what Goold Brown says about it: "The word one, without any adjective, is now very frequently used as a general or indefinite term for any man or any person. In this sense it is sometimes, unquestionably, to be preferred to a personal pronoun applied indefinitely. But, as its generality of meaning seems to afford a sort of covering for egotism, some writers are tempted to make too frequent a use of it. Churchill ridicules this practice by framing, or anonymously citing, the following sentence: 'If one did but dare to abide by one's own judgment, one's language would be much more refined; but one fancies one's self obliged to follow wherever the many may choose to lead one.' Here every scholar will concur with the critic in thinking it would be better to say: 'If we did but dare to abide by our own judgment, our language would be much more refined; but we fancy ourselves obliged to follow wherever the many choose to lead us.'" I am not so sure that every scholar will concur with the critic. I think many scholars would not find much difference between the two ways. Certainly both kinds of expression are about equally common in good use.

"Not in the Dictionary."

Proofreaders have frequently objected to the use of a word because it was not in the dictionary, sometimes stretching their opposition even to the extent of assertion that a writer should not be allowed to use such a word, or even insisting that the form used is not a word, because they could not find evidence of previous use. And the proofreader who makes such an objection thereby really proves himself a careful worker, worthy of having his suggestions thoroughly considered, even when he is so undiplomatic as one is in saying anything that may be offensive. It is not within his province to dictate to writers as to the use of words, except occasionally when he is especially authorized to correct their language, in which case he really becomes an editor. One perfectly fitted for such work will know how to avoid offense, and change only what is plainly wrong. Proofreaders need especially to learn that many perfectly good words that are not in the dictionary as words are provided for by remarks made in the entries of the elements of which they are composed. This is especially true of words with regular familiar suffixes, which may be used at will with any word of the kind to which they are commonly attached, whether the particular use in hand is new or not. A case in point is in the morning paper of the day of this writing. The paper notes that another paper criticizes people for mushiness, and says that the editor was about to look in the dictionary for a definition of mushiness, when he happened to see a sentence in the criticizing paper so mushy that the dictionary was not needed. Maybe he actually did open the book and discover that mushiness is not given. Some critics might have made much of this supposed lack of sanction; but evidently this "wise guy" was too diplomatic. Mushy is defined in the dictionary, and so is the suffix -ness; and the two are as legitimately put together as are good and boy or any two words. Another point of view is seen in this, from the London *Athenæum:* "The history of Ireland is also almost — if we may use the term — heroless." This sort of apologizing for the supposed neologism is not uncommon, but it is supererogatory. Such words are made and used with perfect freedom, and are not properly liable to objection. "Not in the dictionary" has no weight against them.

An Unfortunate Expression.

G. & C. Merriam Company, Springfield, Massachusetts, write: "In The Inland Printer for November, on page 262, occurs the following statement:

"'The present writer is one of the comparatively few who may be supposed able to choose independently, even because he has had to compare much of our three large works closely. Such comparison was a compulsory part of his work on each of the three, especially for the purpose of avoiding infringement of copyright.'

"As one of the 'three large works' mentioned was doubtless Webster's New International Dictionary, on which we were privileged to have your assistance for some years, we think the statement will be interpreted as meaning that part of your work with us was comparing proofs of the New International with other dictionaries, so that its statements might not infringe their copyright.

"Inasmuch as Webster's New International Dictionary drew its material in no sense from other dictionaries, but

based its literary definitions on citations and its technical definitions on the personal knowledge of experts, there was no need for any such comparison as you mention, and no such comparison was made by you or by any one else. We can not believe either that such comparison was necessary on the Century Dictionary.

"That it should be necessary in any dictionary is to be regretted, and is a somewhat significant commentary on the ethics of certain publishers; but its necessity becomes evident on reading the story of the preparation of the New Standard Dictionary contributed by its managing editor to the *Journal of the Royal Society of Arts*. In the issue of October 24, 1913, appears the following:

"'In compiling the vocabulary, each word was copied on a separate and otherwise blank card, and the cards were strung together in packets of twenty-five. In this form four packets (100 words) were handed to a definer, who was responsible for the first work, the basis of the enterprise. With dictionaries immediately before him, usually seven in number, and other reference-books available, he created [note the word] a definition that did not infringe the rights of any one of the books to which, to avoid errors, he made constant and careful reference.'

"For work done in this way the need for 'comparison for the purpose of avoiding infringement of copyright' is evident."

Answer.— I regret very much that a slight lack of fullness in my expression has caused some misapprehension. "Infringement of copyright" was never mentioned in the Merriam office. My remark made no mention of proofs, and was intended to apply only to the writing of definitions. I wrote definitions in Springfield with dictionaries open before me continuously, the same as in the Funk & Wagnalls office, and assumed that they did not wish me to copy any definitions literally from another dictionary. This is undoubtedly what the other editor meant by "created"—simply wrote in original form. The only difference in this respect was that in one office the avoidance of infringement was expressly named and in the other it was not. No full comparison was made on proofs in either place. I can not perceive a choice in ethics between the two firms. Definitions were obtained in the way named in the letter in both places. The procedure named in the passage quoted was that of the original Standard, not of the New Standard. This answer is meant to be sincerely frank and impartial. I have no choice as to persons, though I hold that the New Standard is the better book for the proofroom.

Usage Versus Grammar.

W. E. H., Sac City, Iowa, asks: "Is three weeks' visit or three-weeks visit the correct or preferred form?"

Answer.— Good grammatical argument can be made in favor of either of these forms, and both are in good use. The compound adjective is a perfect substitute for the possessive phrase, and as such it is unobjectionable. As such matters are esteemed nowadays, about all a man may say must be uttered as mere personal opinion. My own opinion in this case is that three weeks' visit is the preferable form, but the other is almost as good, and not at all uncommon in reputable usage. In fact, many newspapers, even among those whose editors used to insist upon conformity to the common rules of grammar, now print such phrases as a three weeks visit, with neither apostrophe nor hyphen. One newspaper whose reputation has outlived its carefulness, which was the basis of the reputation, is the New York *Sun*. On that paper the rule now is that in such expressions the apostrophe must not be used. But it may readily be supposed that even there it must appear sometimes. A visit lasting one week would have to be called a week's visit or mentioned periphrastically. If one week's, why not three weeks'? Omission of the apostrophe seems to be founded on the mere notion that the mark has an uncomely look, not on any grammatical principle. Such a notion also is the basis of the common objection to hyphens. Notions seem to secure vogue much more readily than principles do, and it is not difficult to find a reason; but certainly the best usage must be founded on language principles. Goold Brown is the grammarian who wrote most fully and carefully on all details of grammar, and, while I do not think that he was always right, I do believe that in the following he says nothing but the exact truth: "Between a portion of time and its correlative action, passion, or being, the possessive relation is interchangeable; so that either term may be the principal, and either the adjunct; as, three years' hard work, or three years of hard work. Sometimes we may even put either term in either form; as, during the ten years' war, during the ten years of war, during the war of ten years, during the war's ten years. Hence some writers, not perceiving why either word should make the other its governed adjunct, place both upon a par, as if they were in apposition; as, three days time, by a few years preparation, of forty years planting, an account of five years standing. If these phrases were correct, it would also be correct to say one day time, one year preparation, one year planting, of one year standing; but all these are manifestly bad English, and, by analogy, so are the others."



"In a Printer's Back Yard."
Photograph by H. S. Bedaine.

OBSERVATION made in the cloister or in the desert will generally be as obscure as the one and as barren as the other; but he that would paint with his pencil must study originals, and not be over fearful of a little dust.—*Colton.*

Written for THE INLAND PRINTER.

PROOFREADERS' PUZZLES.

BY F. HORACE TEALL.

EVERYBODY has to deal with some puzzling matters in the course of experience, and nothing is more of a puzzle than the effort to please some other person, whom you know to disagree with your own preferences, without full and clear direction by that person. Proofreaders are not exceptionally subject to this condition, but have to meet it so frequently that it seems impossible for any one else to be so pestered by it. It is inevitable, though, in all human affairs, always has been so, and always will be so, in general; but certain points of difficulty may be almost nullified by a little consideration and slight concession. Most potent toward remedy, or at least amelioration, would be more ready recognition by proofreaders, who are not usually in control of the work (especially on books), of the authority of authors and editors, who must control it.

Many proofreaders are at least as well qualified to decide any language question as are the authors and editors for whom they work. But that is not under consideration now. The costumer has to please the customer, even when the costumer's choice would be better.

Periodicals are freer of the puzzling situations than are books, because they are generally governed by an office code, necessitated by the fact that the copy is written by so many persons that it is sure to differ much in style, and uniformity must be secured by applying certain rules regardless of copy. While such rules are in force in book-offices to some extent, individual authors dictate styles for their own work to an extent impossible on newspapers or magazines.

Large books of reference, as encyclopedias and dictionaries, are like periodicals in this respect. The writer was office editor of a large department in the remaking of a reference-book, which department was intended to be controlled by a special expert. In the beginning instructions were given at different times to preserve all the characteristic details of the original work, to do everything desired by the present expert editor, to do anything the editor-in-chief ordered, and to determine all points of usage according to the weight of authority in books. Compliance with all of these orders was simply impossible, since they were essentially contradictory. Only one thing could be done, and that was done. The office editor made his own choice in each instance, but changed it whenever especially demanded by the chief. In no other way could the work have been done in the time at command. Such a complication of demands never confronts the proofreader, but when confronted by anything presenting a puzzle similar in any degree his action must be either similarly independent, and somewhat presumptuous, or of some kind that will protect him.

A proofreader wrote to me a while ago: "I inclose a strip of proof that came to me yesterday. I was asked to read it for typographical errors after the writer had read it first. After my reading he had the same proof, and you will see he crossed out some of my corrections, including a hyphen marked in high-school as an adjective and a comma marked in before 'and' in a series of three members. You may imagine how I felt to be overruled by a man whom I know to be a poor judge of such matters. What shall I do in such a case?"

The man showed plainly by this one incident that he is a poor judge, regardless of the question of right and wrong, for he should have corrected about a dozen occurrences of the same punctuation, which he left untouched, if he was unwilling to have it where it was marked. Moreover, he should have perceived, from the mere fact that the proofreader made such marks, that the style of the paper called for them, and should have known that it was unduly intrusive for him to dictate in such matters. He must have known that a proofreader who had worked in the one place for many years, as this one had, would not have made those corrections unless they were the right ones for that paper, whether a writer approved them or not.

But our question is, What should the proofreader do? On book-work the most advisable procedure would be to say nothing, accepting everything an author does, unless he has plainly made a slip of the pen or left something doubtful, when it will be best to consult the foreman or the chief office authority. It is well to avoid asking questions about how to do one's work unless there is something exceptional in it, and even in many exceptional cases a wise adaptation of some previous ruling may answer; but when one has any real cause for doubt he should not act without consultation and guidance. Special experience and circumstances will often guide one better than any general advice.

Conditions differ on periodicals or any work done by many writers. There office style must be preserved, or the workers can never know just what to do. In the case mentioned the proofreader would have been acting properly if he had renewed his marks and had the corrections made, unless he had reason to suppose that that particular writer was to be especially favored, and the submission of the proofreader's marks to him seem to indicate this. If doubtful, the proofreader should have taken the matter to the proper authority for decision, showing him the confusion of style caused by the writer's failure to mark out the commas already in other similar places. He could then conscientiously make it right or leave it wrong, according to direction.

As to the right and wrong of the use of the comma involved there is a curious disagreement. Every one who ever made rules for punctuation of English, of any authoritativeness, has prescribed such use, and, strangely enough, the omission of it is more common in usage than its use. As I understand it, the proofreader was right and the writer was wrong. While many people omit it, there are also many who always use it. In "Correct Composition" Mr. De Vinne says, after telling that "John, James, and Charles" is proper for stating something about the three individually: "The omission of the comma before the word and, in every nominative that specifies three or more persons or things, is an error often made by rapid writers." He could make nothing of this but an error, and it is a most incomprehensible error. But, instead of being made only by rapid writers, it is insisted upon as correct by very deliberate and careful writers, from and by whom, however, we have no statement of sufficient reason for their practice.

PREFERS A HORSE.

Mrs. Flynn — They do be afther sayin's thot old mon Killy has got locomother ataxy.

Mr. Flynn — Well, he's got the money to run wan av thim if he wants ter, but fer my par-rt, I'd rayther have a good harse anny day.— *Judge*.

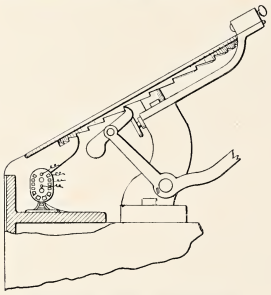
PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Electric Heater for Ink Plate.

Julian Bucher, a printer of Kansas City, Missouri, has been granted a patent on an ink-plate heating device for platen presses. It is placed back of the bed as shown in the illustration. The heat may be varied and controlled by a rheostat and switch placed in a convenient position. The following are the patent claims:

Means for heating the rotary ink-plate of a printing-press, consisting of an electric heater including two resistance coils located on the press bed at a point beneath the ink-plate and at the lower front end of said plate, a source of electrical energy, a contact for each coil in electrical connection therewith, a rheostat in electrical connection with the source of energy, a switch movable from one contact to the other, and an electrical connection between the switch and rheostat.



Electric Heating Device for Platen Presses.

A New Fountain for Gordon Presses.

(1592) An improved fountain has been devised by Alton B. Carty, correspondence instructor of the Pressmen's Technical Trade School. This fountain is supported by a frame in the usual manner. It can be readily attached to any platen press having ink-plates. The principal difference between this fountain and those already in use is in the greater distributing power of the feed roll that transfers the film of ink to the form rollers. The fountain has the usual iron roll, which is rotated by a pawl and lever. The film of ink is transferred to a composition roll which is held in adjustable arms. The ink film is then transferred from this roll to an iron roll held in a pair of swinging arms which are attached to the frame of the fountain. The first form roller on moving upward on the plate comes in contact with this iron roll which has received a film of ink from the intermediate roll. The iron roll is moved backward by the first form roll and rotates during this movement, which transfers the film of ink to the form roll; this film of ink is transferred to the plate to be taken up by the second form roll which traverses the same surface the first roller has passed over. The iron feed roll remains in contact with the first form roll during its movement upward and backward to the point where it passes from beneath the fountain intermediate roll. It will readily be observed that the film of ink receives a thorough breaking up, owing to the various surfaces it has contact with, from the time it is taken from the iron fountain roll by the intermediate composition roll. The form rollers descend rotating over the surface of the plate, breaking up the film in their passage; this film is not in a narrow band on the surface of the rolls, but has been deposited on the entire surface of the first and second, which makes for uniformity of deposit of ink on the form.

Mr. Carty states that this apparatus is devised to make a platen-press fountain more efficient and is the result of a number of years' experimenting. He is ready to place this fountain on the market, as he has secured patents covering details. He is desirous of communicating with any one wishing to manufacture the device.

Die Stamping with Gold Ink.

(1594) "Would like some information regarding steel-die stamping in gold on a hand press. When stamping with inks the results are perfect, no trouble with work stamped with inks, but the gold I am unable to get solidly. I have tried mixing the bronze with mucilage, with gum-arabic solution, and some other vehicles. I got the best results from the mucilage, but the lines are generally broken, and while one impression may be perfect the next may be far from it, using the same mixture. If the die is made hot and the mixture warm, I can get good results, but this entails lots of work and makes the operation, which is a slow one, much slower. I presume that there must be something better than mucilage or gum-arabic solution which can be used as a vehicle, or something which can be mixed with these to make the gold stamp solidly. I have tried glycerin, silicate of soda and other chemicals, and while they help a little on the one hand, they also cause trouble on the other. By using a size and dusting the gold on I can get the results, but I have to wait several days before I can burnish the work, and this means that it is necessary to make a second counter or keep the presses idle for this time. On some dies it is necessary to paint in one or more colors by hand, and to do this I take a blind

impression, and after painting in the colors in the proper places stamp the design in gold, but I find that the gold always squeezes out and produces a smear or feather-edge."

Answer.— We believe you will produce more satisfactory work by using varnish on the die and by dusting the surface with very fine bronze. It may be burnished afterward by placing a piece of very thin copper-foil on the surface of the die, the back of the foil having a slight amount of varnish to make it adhere. Some use ordinary tin-foil instead. Owing to the smoothness of the metal surface the gold is made very bright. If you desire you can secure the gold bronze and vehicle in separate packages from an ink-dealer. The gold may be had in its various colors and is the finest obtainable. In mixing this ink the proportions may be varied to suit the work in hand. It is quite possible that you will have better results than with the mixture you used on the specimens. The bronze appears too coarse and flakes off owing to improper combination with the vehicle. We have seen an excellent example of gilt printing with gold ink made from bronze and liquid celluloid. It may be made by placing strips of sheet celluloid in a wide-mouthed bottle. Pour in a small quantity of wood alcohol, acetone or ether, as any of these are solvents of the celluloid. When the celluloid is dissolved it will be about the consistency of gloss varnish. Pour a small amount on a piece of glass and mix in the bronze to the desired consistency. As it dries quickly, but little should be mixed at once unless it is kept in a stoppered bottle.

Gasoline-proof Ink for Gage Ribbons.

(1593) "Our local printer has advised us to write you for information regarding a special ink to be used in printing on silk ribbon tapes like enclosed sample for gasoline gages. To begin with, this tape must run in gasoline; in fact, at least a portion of the top will be submerged in the gasoline at all times, and when the tank is entirely full almost the entire ribbon will be submerged; consequently, it must be an ink that gasoline will not affect after the ink has had time to dry thoroughly from the printing — say 24 to 36 hours. We would prefer a dead black, as black as it can possibly be made, because the gasoline has a tendency to make many blacks look brown. Perhaps a trifle of a bluish cast might overcome this brown tint tendency. This part we leave to you. We would also like a very bright red for the same purpose. We want it just as red as it can be made, so that it can be seen from a distance very easily, as this too will be used for printing gage ribbons."

Answer.— We secured specimens of scarlet and black copying-inks from Philip Ruxton, Incorporated, and by imprinting characters on the ribbon were able to test the qualities of the ink. Without waiting for the ink to dry, it was immersed in gasoline and allowed to remain for a considerable period. The gasoline seemed to have no effect on the printed characters. The reason that this ink is fast to gasoline is due to the vehicle in which the ink is ground, for gasoline is not a solvent of glycerin. The reason for giving publicity to this communication is that it may serve others also to call attention to the plan of printing on ribbon or other fabrics.

To print on ribbon with metal usually involves the necessity of considerable squeeze, which squashes the ink outside the margins of the face of the printing characters. With copying-ink the difficulty is increased as the ink is more jelly-like in consistency and does not hold together under strong pressure. In order to produce creditable work it becomes necessary to find a suitable printing surface. This is found in a fairly hard vulcanized rubber stamp made from the type or plate form. This rubber is not actually hard, for it would be of no greater value than the metal surface, but it is comparatively hard for rubber. The form takes the ink admirably from the rollers and imparts it readily to the fabric, impressing the ink into the minute depression on the surface. Rubber gives a smoother impression on cloth from copying-ink than metal can give, and this without squashing the ink.

In printing from rubber use a hard tympan and fairly hard rollers. The rollers should be set to ink the surface of the form which should be mounted just type-high. The quantity of ink carried must be gaged to a fine degree or the surplus will be absorbed into the fibers and give a halo effect around the printed characters. This is the one point to be guarded against, otherwise the working of fabric with rubber and copying-ink does not present any unusual difficulty.

Half-tone Plate on Ribbed Stock.

(1597) Submits an impression of an oval half-tone portrait printed on a blanked-in surface on heavy cream ribbed-antique stock. The impression shows regular streaks corresponding to the surface of the stock. The printer writes as follows: "The enclosed sample of ribbed paper shows the result of our endeavor to smash smooth so we could print the half-tone on it. We dampened the paper, then smashed it with a heated plate, but failed to secure the desired end. Can this be done successfully? We have done it on eggshell paper, but you will note there is quite a difference in the thickness of this paper, the ribs are much thicker than the other part."

Answer.— We believe it is useless for you to attempt to equalize the surface of the ribbed stock by any blank printing or smashing process, as this operation reduces the thickness of the stock proportionately in the dark and semi-opaque parts. We have made several tests of the paper in question and find the following state: thickness in heavy part before smashing .007 inch; thickness of semi-opaque part before smashing .0054 inch. After the smashing operation the parts are reduced to .0043 and .0053 inch, respectively. We know of no process where heavy laid paper can be reduced to the same relative thickness in all parts of a given area. If you had used an antique woven paper the operation of blinding in the printing space would have been a success, as you would be dealing with the same relative bulk throughout. We have seen eggshell-finished stock printed with half-tones with but one operation. Use a very hard tympan and try it.

Varnish Discolors White Paper.

(1596) "I will appreciate advice about varnish. On varnishing labels and small pamphlet covers I find it a task to get a varnish or varnish paste that will not discolor white paper. I have a long run of three-color covers to varnish which has been printed on snow-white paper. I have to use a tint-block that will cover the entire plate, but I find in doing this the white parts such as the high lights appear unsightly owing to the varnish. Can I get a white varnish or can I add anything to the varnish to make it show up white? I have used several kinds of varnishes and pastes, but they do not seem to answer the purpose as they leave the paper tinted."

Answer.— We do not believe you will find a varnish that will leave the surface of white paper unimpaired when applied by a tint-block as you are doing. Even the clearest

varnish when applied by a machine in the thinnest possible film will subtract part of the white light refracted by the paper.

Setting Fly and Jogger.

(1595) "Please describe the best, quickest and most workmanlike way of setting fly and jogger for different sizes of jobwork."

Answer.— In setting the fly for any kind of work you should have the delivery rolls, one or more, riding on a blank part of the sheet. Then print a sheet and stop the press just as the sheet has passed on to the fly within an inch of its proper distance. While the machine is stopped, loosen cam set-screw and move the cam so the roller is just at point of descending the inclined part of the cam. Tighten the screw. Move the sheet so the back edge is even with the points of the flysticks. Set the sheet stops so they are in contact with the gripper edge of the sheet. Open the jogger. If the last sheet was smaller than the present one, start press and when the sheet is deposited on the fly-board set up the joggers to the sheet. Try a few sheets and make whatever alterations may be needed.

Relief Printing.

(1599) "Please inform me as to how the enamel finish embossing from type is done. If there is a certain kind of ink to be used let me know where I can buy it."

Answer.— The class of printing you refer to is not embossing, although it has all the characteristics from a surface view. This line of work is printed from type with a special ink and careful make-ready. The printed sheets are then passed through a powder and then over a source of heat to liquefy the resinous powder that has adhered to the inked parts of the sheet. The powder when softened resumes a relief, having a regular convex outline. The ink, powder and other accessories may be purchased from those having territory license. As this is a patented process rights to use and operate must be secured. For particulars write Embossing Process Company of Illinois, 638 Federal street, Chicago.

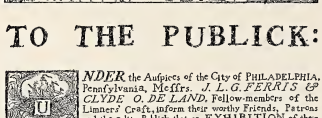
To Prevent Offsetting.

(1598) "(1) Is there any compound which when mixed with ink will prevent offset and picking? (2) What is the proper way of adjusting the air plunger of a cylinder press? (3) Is there any plan by which numbering can be done between type lines and have the word "No." or plug eliminated without affecting the changing figures? (4) How can I change the shoofflies so they will raise the sheets higher?"

Answer.— (1) You can secure from ink-dealers certain compounds said to eliminate offsetting to a certain extent. The picking of stock is a minor trouble and easily controlled. Consult your ink-dealer or read the advertisements of the various ink manufacturers. (2) The object of the air plunger is to lessen the force of the bed at the time it is about to be reversed so the star-wheel thimble will not have too much friction in the rack-shoe or other part intended to perform this function. The plunger is to be set according to the speed of the press and the size of the form on the bed, as these two elements are the factors that give the bed its momentum. The plunger may be turned in or out to cause the press to take the front and back centers with the least amount of shock. It is up to the pressman to judge this while he is standing by the press and observing its motions and noting the vibrations produced as the reversal of the bed takes place. One can not be dogmatic in giving a rule for this operation; so we would not attempt to describe it farther than to state that a pressman should move the plunger to the position that seems to permit the bed to reverse with the least shock or noise. (3) Numbering machines may be operated from outside the printing line by extension devices. Communicate with the maker of the device you are using. (4) Loosen the set-screw of each shoofly and allow the part on the end of the rod to be at the lowest point. Begin tightening the center shoofly screw and continue outward toward each end until all are tight. See that the thin lifting end of each shoofly has the same shape and extension inwardly toward printing line.

ANNOUNCEMENT DRAWN TO REPRESENT PRINTING OF EIGHTEENTH CENTURY.

The accompanying illustration is a reproduction of an announcement used in connection with the exhibition of paintings of American history now in progress at Congress Hall, Philadelphia. The original of this announcement was drawn in pen and ink by Clyde O. De Land, one of the exhibiting artists. Mr. De Land has followed the style of printing of the early eighteenth century, and he tells us



TO THE PUBLICK:

NDER the Auspices of the City of PHILADELPHIA, Pennsylvania, Messrs. *J. L. G. FERRIS & CLYDE O. DE LAND*, Fellow-members of the Limners' Craft, inform their worthy Friends, Patrons and the polite Publick that an EXHIBITION of their *collected Paintings of American History* will be held in old *Congress Hall*, Independence Square, for one month commencing *October 27, 1913*. (D. V.)

These Paintings represent the Labor of many Years and the Experience of more: the main Purpose throughout the Series having been to present to the American Publick a chronological Depiction of historical Occurrences which should delineate the said Events not in the formal Fashion of the Past which has so often misled the rising Generations but more as they actually took place, combining Accuracy of Detail with the Flavour of human Interest peculiar to them. To accomplish this without sustaining a Loss of Dignity in the principal Actors, the Publick may be assured has not been easy.

If through Circumstance one can not be a great Benefactor or Leader of Humanity, it is your Painters' Opinion that one's best Resource is to become a Recorder of great and noble Deeds: and if one can not be a WASHINGTON or a LINCOLN, one can at least be their *Biographer* with the Thought that some may thereby be led to emulate them.

With this Apology your Artists submit their *Works* to the Publick paraphrasing a great Man's Words, in that, if they can not please all of the People all of the Time, they know that they can please part of the People most of the Time and hope to please some of the People for all Time.

RUDOLPH BLANKENBURG, MAYOR.

MORRIS L. COOKE, DIRECTOR of Publick Works.

WILLIAM H. BALL, CHIEF of Bureau of City Property.

WILFRED JORDAN, CURATOR of Independence Hall.

that he endeavored to reproduce in this announcement some of the flavor of the quaint "broadsides" issued by Franklin in the days when he "dealt with soap and sundries and ministers and princes."

THE MAN AND THE FIELD

This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Newspaper Man Would Enter Advertising Field.

(1783) Man of fifteen years' experience in the newspaper field would like to enter advertising field with firm or newspaper. Wide experience in special writing, cartoons, illustration, photography with leading eastern city dailies. Has had considerable experience in automobile salesmanship and could handle advertising end of that business advantageously.

Seeks Position in Bindery.

(1784) Man of seven years' experience in bindery work would like to secure position in that capacity. Served apprenticeship in England. Best of references.

An Opportunity for House Seeking High-grade Service.

(1785) Any firm requiring the services of a specialist in the printing field would do well to consider the service of one who has been engaged in the business for twelve years, holding some of the best positions in this country and Manila. Has had charge of five hundred employees and executed every kind of printing. The work has given him the opportunity to develop systems and layouts bearing on economical and efficient operation, as well as a thorough knowledge of cost accounting. Would consider either the superintendency of a large plant or entering the selling field in which he has had extensive experience. References given are authorities in the field and present position is proof of his ability.

Show-printer Seeks Opening.

(1786) Man of three and one-half years' experience in show-printing would like to make a change and prefers position on either coast. Position must be steady. Good references.

Stoneman Desires to Make Change.

(1787) Practical printer of thirty years' experience in all lines of the printing business would like to make change about January 1. Capable of taking charge when necessary.

Seeks Foremanship of Mechanical Department.

(1788) Man, thirty-eight years of age, would like position as foreman of mechanical department in a good printing-house, or is capable of holding down a desk in news department of average daily. For eight years sold type and supplies for one of the large typefoundries, and four years selling machinery for some of the largest firms in the country. He is considered an expert in his line. Sober, industrious and steady.

Pressman Seeks Position.

(1789) First-class platen pressman on embossing and colorwork desires position in the East. Thoroughly familiar with Seybold & Sheridan machines. Good references.

Couple Would Take Charge of Two or Three Machine Plant.

(1790) Married couple would like to take charge of a two or three machine plant in a good town or two good jobs at operating. Man is a machinist-operator of fifteen years' experience. Union. Lady is a first-class operator of seven years' experience and understands the machine. Can take care of any model machine up to and including Model 8.

Pressman Seeks Position.

(1791) Competent pressman on both cylinder and rotary presses seeks position. At present road erector for large printing-press house. Can give best of references.

Seeks Foremanship in Large Newspaper Composing-room.

(1792) Man of twenty years' experience in all branches of the printing-trade would like foremanship or superintendency of large newspaper composing-room, or superintendency or managership of a smaller business. In latter place can do illustrating and cartoon work. Has held foremanship on morning paper in a town of 500,000, in a shop of eighteen machines. At present foreman in smaller town, thus gaining a greater knowledge of details of other departments. Salary $40 to $50. Union.

Pressman Wanted.

(1793) Firm engaged in printing large editions of pamphlets, mostly patent medicine, would like superintendent who is a good pressman and who can look after the machinery and keep things moving, and especially see that the work is well and properly done.

Man Familiar with Offset Printing Wanted; Also Two Salesmen.

(1794) Firm in the South would like to secure a man familiar with offset lithography; one who would either work on salary basis or take interest in the business. New and complete equipment, and intends installing an offset press and wants a man who knows all about this branch of the business. It would be necessary for him to know how to estimate on work.

Also wants two competent salesmen to cover southern territory.

Machinist-operator Would Locate in Minnesota.

(1795) First-class linotype machinist-operator of twelve years' experience, and four years on case and job work, would like to secure a situation in some good Minnesota town. Has taken down six linotypes and installed three — one a No. 4 quick change. Furnishes excellent references.

Seeks Position as Pressman.

(1796) Young man of twenty-five, with eight years' experience on platen and cylinder presses, seeks position. Would go anywhere. Union.

Job-printing Plant for Sale.

(1797) Job-printing plant in Prince Edward Island, Canada, for sale. Write for particulars.

Foreman Seeks Change or Would Invest with Right Party.

(1798) Man of eighteen years' experience in the printing business would like to make a change and would accept

a position as foreman with some good plant in the East, or would go into partnership with a good reliable printer. Served apprenticeship in Switzerland, where he learned job and newspaper composition as well as presswork. Has worked as journeyman printer in several European countries. Has held present position ten years, being first compositor doing manuscript and proofwork exclusively. Understands stonework thoroughly, doing often all the lock-up, etc., for sixteen Gordons. Also well acquainted with cutting stock, ruling, etc. Expert in card index work, and possesses some knowledge of linotype composition.

Seeks Position as Editor-manager of Newspaper.

(1799) Man, twenty-six years of age, would like position as local editor on a paper where the work would be more in the editorial line and less in the mechanical, or as the editor-manager of a newspaper of about that type. At present doing ad.-composition and make-up on a newspaper, and also has charge of the jobwork and does the local writing. Willing to let ability to handle the situation prove first consideration, wages secondary, providing the position is one that offers prospects of advancement.

First-class Typographer Seeks Change.

(1800) Young man, twenty-nine years of age, with fourteen years' experience as jobman, layoutman, stoneman, and also as a planner of high-grade work, would like to locate with a firm, no matter where, who can use a thoroughly practical printer who devotes himself to the employer's interest. Would like position of expert typographer in a plant doing a high grade of work and large enough to employ a "leading man." At present employed, but firm does not do work that calls for services of an expert printer. Excellent references.

Would Take Charge of Pamphlet or Magazine Bindery.

(1801) Man of fifteen years' experience as folding-machine operator, gathering-machine operator and cutter, would like to take charge of magazine or pamphlet bindery. Also good repair man on any bindery machinery. Best of references.

Linotype Operator Seeks Position.

(1802) Young man of nine years' experience would like position as linotype operator, or would put half time on machine and half on floor. Would like to get in a modern union shop in a city of 10,000, in either Ohio or Pennsylvania. Graduate of Inland Printer Technical School as machinist-operator. Union.

Would Operate Independent Bindery for Print-shops.

(1803) Practical binder, eight years' experience in the business, has a small equipment and would like to locate in a locality as an independent binder, handling the binding for a number of print-shops. Will increase equipment as business grows. Would like to correspond with parties knowing of a town in need of such a plant.

Plant in Canada for Sale.

(1804) Owner of up-to-date printing-plant in Saskatchewan, Canada, is forced to sell on account of ill health of wife, and will sell for $3,500 (one-third cash), purchaser to assume liabilities in the plant and pay the balance of the purchase price at $50 per month. Population, 900; tributary population, 5,000. Circulation, 750 copies weekly. Business done past year between $4,000 and $5,000. Will accept $3,000 cash and turn over plant free of all encumbrances.

Practical Printer Seeks Change.

(1805) Young man of thirty-eight, with twenty-three years' experience in the printing business, would like to secure position as editor-manager of first-class weekly, or daily and weekly with good job-office in connection, foreman of composing-room of printing-plant, or superintendent of plant doing a general line of printing and specializing in loose-leaf system work. Understands factory costs, the handling of men, and knows the practical principles of economical manufacturing costs. Familiar with platen and cylinder presswork. Would prefer West or Southwest but would go anywhere he could better himself. Ten years' experience in the manufacture of lose-leaf system, filing and binding devices. Excellent references.

All-around Printer and I. T. U. Course Student Would Locate on Pacific Coast.

(1806) All-around printer with ten years' experience in the mechanical end of the business would like to secure a position in some town on the Pacific coast. Would prefer position of foreman on some good country weekly or daily, and would buy interest if conditions were suitable after giving it a trial. Can handle men so as to get efficiency and coöperation; can estimate, do stonework, operate linotype, in fact handle anything in the mechanical end of the printing-office. I. T. U. Course student. Excellent references.

First-class Foreman and Good Executive for New York City.

(1807) First-class stoneman and compositor, with fifteen years' experience, six years as foreman, seeks position as foreman of composing-room, or to take charge of a medium-sized plant. Good executive. Union. Will furnish best references as to ability, character and experience.

An Unusual Opportunity.

(1808) Owner of a modern, progressive, fully equipped printing-plant in the loop district of Chicago is desirous of securing a live, up-to-date partner with some capital, preferably an efficient salesman. This is an unusual opportunity for a young man wishing to make a good investment.

Newspaper Man Would Buy or Lease.

(1809) Newspaper man having all-around experience, classical education, would like to secure the editorship of a prosperous weekly paper where he could later buy an interest. Worked on some of the best-known papers in the East. At present manager of large job-printing plant in Massachusetts. Best of references.

Superintendent or Foreman.

(1810) Superintendent or foreman, exceptional ability, desires situation in Chicago. Young, married, sober, honest and industrious. Can surround himself with the best help obtainable. Fifteen years' experience, eight of them as foreman and superintendent.

RETORT COURTEOUS.

As a man entered a picture gallery, the attendant tapped him on the shoulder, and, pointing to a small cur that followed him, said: "Dogs are not admitted."

"That's not my dog," replied the visitor.

"But he follows you."

"So do you!" growled the old gentleman sharply.

The attendant growled and removed the dog with entirely unnecessary violence.— *London Opinion.*

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Distributor and Keyboard.

A California operator writes: "(1) I am enclosing some small matrices, with their ears and lugs bent and twisted. I am temporarily in charge of two No. 5 machines, and this trouble occurs on one, always affecting the thin matrices. The lift seems to clear the rail all right, so far as I can see, but in nearly every case where two thin matrices are together in a line, they stick together, lift together, and one will be damaged. (2) I am also troubled a great deal with keys sticking down, allowing many matrices to drop when a key is depressed. I have used a little gasoline on the keybars, according to directions in Mr. Thompson's book — that is, in the rear of the keyboard where they terminate near the rubber roll — but it afforded only temporary relief, and in two or three days they were almost as bad as before. I have taken out the key-levers of the letters affected, cleaned and polished them thoroughly, but it did no good. Will it be necessary to remove the whole keyboard and get at the bars; if so, will you give me full directions how to proceed?"

Answer.—(1) You can prevent the bending of the matrices if you will remove the distributor box by turning the screw in full distance when the second elevator is down and magazine entrance opened. Remove the box bar and take a hammer and lengthen the bar point so that the space is equal to the thickness of one thin matrix. Having done this place bar in box and box in place and then try a line composed of i's, l's, periods, and commas. This will determine the correctness of your operations. (2) If putting gasoline on the front end of the key-levers and the upper end of keybar does not help to stop doubles and continuous responses, it may be a good plan to remove the front and the back cam frames. (a) Throw off the belt and remove the screws in the front brackets and similar screws in the back cam-frame brackets. (b) Lift these frames out. Remove the rollers and the cam-yoke wire and trigger wire and clean the free end of each yoke with a cloth and gasoline. Oil the pivot of every cam with clock oil. Wash triggers in gasoline and then rub them on a cloth covered liberally with graphite. (c) Clean the yoke and trigger slots in cam frame with cloth and gasoline and then graphite the slots with a brush. Polish the cam and trigger wire, and if kinks are noted straighten the wires; this can best be done by laying on a pig of metal and tapping lightly with a hammer. See that they are free from bends and bruises. Graphite or oil wires. (d) Put the triggers in the frames before placing the cam yokes in position. (e) Before putting the frames back take a brush and rub it in graphite and then rub the upper end of the keybars on both sides, so as to graphite them. (f) Then run your fingers over the keys so as to move the bars up and down. Continue this operation until no keys stay down after a heavy blow from the finger. (g) Put in the rollers. They should be made rough with coarse sandpaper. (h) Put in the cam frames and be certain that every trigger and cam yoke is normal before this is attempted. This operation should not take over three hours.

Bent Elevator Jaw.

A Kentucky operator asks: "(1) Would you advise me attempting to true first elevator jaw? It is in a bad condition — sprung so badly that to set longer than thirteen ems I have to put a four-ply piece of paper between block and jaw, but even then a high line will not transfer. (2) When a line is sent in and the first elevator begins its downward movement, if I shut off the machine and then pull out controlling-lever, it will not start. At first the elevator made an awful racket in its descent, but by tightening up on the mold-disk rod, the noise ceased. (3) The pawl on the first cam — that rests on the automatic stop when machine is at normal — is worn considerably, and after machine comes to normal, the clutch acts as though it wants to go into action again. In fact, this is what did occur several times until I adjusted the screw just underneath the pawl in question, but as I screwed it in as far as it would go and the trouble was not entirely eliminated, I am inclined to believe it is because of the worn pawl. (4) This, to me, is the most important of all my troubles. This is a Model 5, and the flexible front has one brass partition broken loose — they are fastened about midway with rivets, and the one between the r and h has been broken, and as it is not a characteristic of mine to transpose I believe the trouble lies in the broken partition, but it seems that it would be a pretty hard job to even put in a new one. I have my assembler belt to about the right tension, and the keyboard, magazine and matrices in the best of condition, and at times I can even detect the hesitancy of the matrices, but am unable to tell whether it is the partition or at the chute-spring. Please give me a suggestion. Is it possible that the metal front — lower — is not on just right? A glass front came on the machine; but when it was broken, the operator ordered metal, and it may be that the lower part is not adjusted just right."

Answer.— You failed to state whether the elevator jaw was sprung in or out, or if it had a bend outward where wide measure lines would effect a binding. At any rate a description would be of little use unless we could see the jaw. There are two styles of jaws, one of which bends very easily and is difficult to straighten properly. The newer style bends with difficulty, and it is not very hard to fix it up again when it does bend. If it is the first-named, we would advise a new jaw. If the second named,

you can remedy it with very little trouble. Remove the jaw and lay it on a brass galley, which in turn should be placed on the imposing-stone or the bed of a press for solidity. Take a pig of metal and beat the jaw if it has a bend in the middle. If the right end only is bent backward you can remedy this condition by applying a clamp and tightening the screw. Leave the jaw under compression for a while. This will bend it forward sufficiently so that the space between the front and the back jaw will again be normal. In regard to the rattling of the elevator when it descends, and the tightening of the mold-disk brake, we are inclined to believe it was the mold disk that made the noise because of the loose brake, and when it went forward on the studs it would catch at times. Keep the brake tight enough to prevent the disk from chattering as it stops. We do not understand which screw in the pawl you refer to. Please diagram the part or refer to it by the number that appears in the Mergenthaler book of parts. As it is a Model 5, we can not see that you should make any such adjustment as described. The trouble you are having with transpositions may be due to the partition nearest to the "h" channel. You can readily determine this by a test. Touch the key and observe if the matrix binds on the partition in any way. Repeat operation until you are satisfied where the trouble lies. If the end of the partition interferes and you can not bend it out of the way, you should remove it and order a new one. These partitions are not riveted. They are held by a rod and the so-called rivet has an opening in which a projection of the guide enters. This part which you call a rivet is really a nut and can be loosened with a screw-driver; it can be reached from the back through the keyrods. The rod can be started out from the left side and then drawn outward on the right side.

Linotype Queries from an Australian.

From far-off Australia comes the following letter to this department: "(1) Being a constant reader of THE INLAND PRINTER, I submit the following 'puzzlers' to you. I might say that I have obtained great help from your publication, 'The Mechanism of the Linotype' from time to time, but I do not seem to be able to entirely remedy the following troubles by its aid, although the information I get therefrom has helped me to partly eliminate the trouble. The machine is an English one about twelve years old, and the first trouble is back-splashing (especially on the measures from fifteen ems down). I have tried all sorts of things: new pot-spring, cleaning plunger and well, etc., but the only thing to stop it is to plug the mouthpiece holes and the front gas-pipe holes up to about the length of line I am setting. Secondly, I have much trouble with the metal. When on nonpareil, setting pretty fast, I get the mold and line very hot and very soon get a stick in the mold. I often have the metal in the pot as cold as I can run it, and yet it sticks. Then if I turn the front light down a shade, I begin to get a cold face. On the brevier and primer, I get very porous slugs; perhaps you can tell me why. I have bought a new mouthpiece, as when I tested the lock-up I found that the mouthpiece was touching uniformly its whole length, but only on its under side. Should this be so? (2) Then I had the lower-case 'e' dropping all over the place. I'd set a word and down would come 'e' at the end, or it would repeat very often, and sometimes three (e's) would come down. I found that if I put my hand on the keyrod and pressed keyrod down slightly on the keyboard cam of the 'e' it would respond. It seems to have disappeared now, but I would like to know the cause so that next time I can fix it quickly. Lower-case 't' gives me trouble, too, by the big tooth on the 'mold' side of matrices wearing and then it drops down 'e' channel, or gets stuck on second elevator combination bar. (3) Next I have transpositions; if I am quadding out a line, the quads all 'jumble' with the spacebands at the star-wheel. I have a good chute-spring with the points standing up slightly; star-wheel is a good one, too. There is also sufficient space for a capital 'W' to come down. If I set the chute-spring with more space I get letters flying out onto the top of the assembler. (4) Now I would like you to answer this query: How is matter measured over in America? I get a bit dubious about my own capabilities when I read of men averaging up to 2,600 ems per hour (thirteen ems). Then I read of the average product of a large linotype company in Chicago, only averaging 3,600 ems an hour year in and year out, *union measurement*. What is this 'union measurement'? Have you different measurements over there? Here in Melbourne thirteen-ems nonpareil multiple is fifty-two ens. I can average 12,000 ens an hour on nonpareil for a night's work, besides looking after machine. Is this fair? I have been on machine about fifteen months."

Answer.—In regard to the plugging up of the jets of the mouthpiece and the turning down of the front burner, we believe you are in error. This should not be done. The first thing to ascertain is if the lock-up is uniform and firm. The next thing to test is the temperature. In regard to the lock-up, you may clean the back of the mold free from particles of metal. Ink the surface lightly and wipe off the pot mouthpiece. Allow the machine to rotate once. Pull out the disk and examine the impression obtained. Of course the lock-up should be uniform throughout, but it often happens otherwise. A low place can be brought up only by filing down the high places. The pot legs must go back to allow the top of mouthpiece to come forward more. Turn *out* on the front screws in the pot legs and *in* on the back ones. Then make another test. (2) A worn stopping-pin might cause the erratic movements of the 'e' cam. (3) If keyboard driving belts are tight and cams oiled, transpositions will be minimized. (4) The union measurement is the basis of the agreement between the Employing Printers' Association and the Typographical Union. Measurement of type-matter is computed by ems, which is the equivalent of two English ens. Your speed of 12,000 ens is very good if the proofs are satisfactory — about one error to 2,000 ens.

An Operator's Troubles.

A Missouri operator writes as follows: "(1) Can magazine on No. 5 linotype be adjusted? I am bothered by distributor stops, which are caused by matrices striking on top edge of partition in channel entrance. I can decrease number of stops by bending partitions out of the way, but this is only a temporary remedy. (2) Why are two characters on the same key? For instance: 's' on colon; 'A' on (; 'Q' on); 'V' on 1; 'B' on 2; etc. (3) Is there a guard for the ejector-blade? Ten and twelve point slugs work all right, but eight-point slugs are ejected faster and sometimes are pushed out of the slug pan and onto the floor. Would a guard of some sort lessen the trouble? (4) Want-advertisements for operators call for '1,800-line' men. What size type and what measure of line are usually meant?"

Answer.—(1) The striking of matrices on the top of the guides may be due to the slow or high speed of the

distributor. See if the main pulley is running about sixty-eight revolutions a minute. This is fast enough. Observe the way the matrices hang on the bar when the screws are not running. They should not have too much of a slope toward the left from the lower end. If they are exactly perpendicular it will be all right. While it is possible to adjust a No. 5 magazine, we do not believe you have such a condition to deal with. (2) The second characters on keys you mention appear on a two-letter keyboard. Examine a matrix from any of the figure channels, and if it has two casting seats it will show the normal character to be roman and the other one to be small capitals or black-face according to the arrangement of the font. (3) Your ejector has no guard; it has a guide. This guide will be found behind the mold disk, attached to the mold slide. Disconnect and draw out the mold slide, remove the two screws in the guide and you will find on removing the guide that the leather or brass needs building up. After this is done the back edge of the brass or leather should be beveled so as to allow the blade to pass without catching. Possibly you will have no further trouble when this is done. (4) An operator who can set 1,800 lines seven or eight point, thirteen ems, can be called a 1,800-line man.

Recent Patents on Composing Machinery.

Intermediate Clutch.— J. W. Kreiling, Chicago, Ill., assignor to Mergenthaler Linotype Co., New York. Filed February 19, 1913. Issued October 7, 1913. No. 1,074,959.

Type Distributor.— W. J. Poole, Los Angeles, Cal. Filed March 28, 1911. Issued October 14, 1913. No. 1,075,734.

Typesetter.— H. C. Osborn, Cleveland, Ohio, assignor to American Multigraph Co., Cleveland, Ohio. Filed April 23, 1908. Issued October 28, 1913. No. 1,076,906.

Spaceband.— T. H. Knapp, Chicago, Ill. Filed April 23, 1913. Issued November 11, 1913. No. 1,078,049.

Tapered Type Bar.— W. R. Allen, Cleveland, Ohio, assignor to American Multigraph Co., Cleveland, Ohio. Filed November 6, 1912. Issued November 11, 1913. No. 1,078,401.

Typograph.— J. Dorneth, Berlin, Germany, assignor to Typograph, G.M.B.H., Berlin, Germany. Filed March 27, 1913. Issued November 11, 1913. No. 1,078,422.

Pi-stacker.— N. Dodge, East Orange, N. J., assignor to Mergenthaler Linotype Co., New York. Filed October 7, 1911. Issued November 18, 1913. No. 1,078,612.

Adjustable Mold Liner.— J. F. Hoxsey, Washington, D. C. Filed November 21, 1913. Issued November 18, 1913. No. 1,078,739.

Typesetter and Distributor.— C. Collin, Offenbach-on-the-Main, Germany. Filed April 1, 1912. Issued November 18, 1913. No. 1,078,832.

Cored Mold.— F. H. Lynds, Woonsocket, R. I., assignor to Electric Compositor Co., New York city. Filed January 18, 1911. Issued November 18, 1913. No. 1,078,930.

Adjustable Mold Liner.— J. W. Hoxsey, Washington, D. C. Filed February 11, 1913. Issued November 18, 1913. No. 1,079,049.

Keyboard Escapement.— M. Bottger, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed August 16, 1911. Issued November 18, 1913. No. 1,079,101.

Die-centering Mechanism.— J. S. Bancroft and M. C. Indahl, Philadelphia, Pa., assignors to Lanston Monotype Machine Co., Philadelphia, Pa. Filed October 26, 1912. Issued November 25, 1913. No. 1,079,321.

Stop Motion.— F. Sally, Mt. Vernon, N. Y., assignor to Lanston Monotype Machine Co., Philadelphia, Pa. Filed February 8, 1913. Issued November 25, 1913. No. 1,079,366.

Matrix Buffer.— P. T. Dodge, New York city, assignor to Mergenthaler Linotype Co., New York. Filed December 18, 1912. Issued November 25, 1913. No. 1,079,478.

Matrix Buffer.— A. W. F. Guest, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed October 25, 1910. Issued November 25, 1913. No. 1,079,486.

Magazine Lock.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed June 12, 1912. Issued November 25, 1913. No. 1,079,498.

Type Setter and Distributor.— H. C. Osborn, Cleveland, Ohio, assignor to American Multigraph Co., Cleveland, Ohio. Filed August 26, 1913. Issued November 25, 1913. No. 1,079,716.

Matrix.— H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Co., New York. Filed March 11, 1909. Issued December 2, 1913. No. 1,080,330.

Font Distinguisher.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed March 20, 1912. Issued December 2, 1913. No. 1,080,348.



Home of John Wallace, Foreman-Printer of Woodstock, New Brunswick.

Mold Distinguisher.— L. L. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed August 14, 1913. Issued December 2, 1913. No. 1,080,349.

Keyboard Escapement.— G. F. Kingsbury, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed April 15, 1912. Issued December 2, 1913. No. 1,080,350.

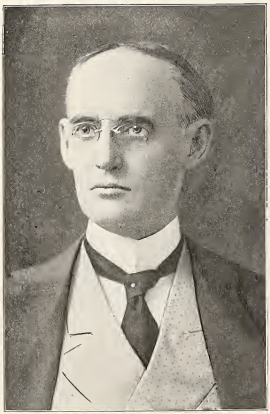
A CANADIAN PRINTER'S HOME.

Through the courtesy of James A. Doak, foreman of the *Carleton Sentinel*, Woodstock, New Brunswick, Canada, we show above the home of a Canadian printer — John Wallace, foreman-printer of Woodstock, one of the oldest and best-known printers in the province. Mr. Wallace started his apprenticeship over fifty-five years ago in Fredericton, New Brunswick. He worked for some time in Boston, Massachusetts, but has been on the staff of the *Sentinel* for forty-six years. His home, which is known as the "Mountain Cottage," is situated on a knoll rising nearly one hundred feet above the level of the street, is in the center of the town, and is surrounded by spacious, well-kept lawns and orchards. From the cupola can be obtained a view said to be unsurpassed in America, and many landscape artists have taken advantage of Mr. Wallace's hospitality and have used his house and grounds as a vantage point from which to secure their views.

MEETINGS

Old-Time Printers' Association to Celebrate Franklin's Birthday.

The twenty-ninth annual banquet and ball given by the Old-Time Printers' Association of Chicago in honor of the birthday of Benjamin Franklin will be held in the Hotel La Salle on Friday evening, January 16. This occasion will be on the eve of Franklin's two hundred and eighth anniversary. The speakers expected are the Hon. James M. Lynch, recently appointed State Labor Commissioner for New York, who hopes to meet many of his Chicago



Melville E. Stone.
General Manager, The Associated Press.

friends; Senator Lawrence Y. Sherman, of Illinois, who has the reputation of being a forceful orator; and the Hon. Melville E. Stone, of New York city, general manager of the Associated Press. A large representation of the Press Club is expected to attend, Mr. Stone being one of the founders of the club. Charles Beecher Lahan will act as toastmaster. The Banquet Committee hopes to have the dinner courses interspersed with vocal and instrumental solos and duets by talent from well-known members' families.

The banquets of previous years have always been very successful and enjoyable, and there is every reason to believe that the 1914 celebration will equal if not surpass them. Dancing will follow the speaking. Samuel K. Parker is president; Thomas E. Sullivan, vice-president; William Mill, secretary. Program Committee: William C. Hollister, Edwin W. Beedle, M. H. Madden, S. K. Parker.

Franklin's Birthday Celebration of Chicago Typothetae.

The Chicago Typothetæ will hold its annual celebration of Franklin's birthday at the Hotel La Salle on Friday evening, January 23. The following committees are in charge of the work: Banquet Committee: W. H. Sleepeck (chairman), E. H. Wimpfheimer, Walter F. Klein, D. F. Keller, Walter Conkey, L. K. Grulee, J. Harry Jones. Committee on Speakers: T. E. Donnelley (chairman), Toby Rubovits, R. M. Eastman. Publicity Committee: Walter H. Munroe (chairman), Forest Hopkins, Harry Owen, Morton S. Brooks, E. W. Bredemeier. Visitors and Guests Committee: A. E. Southworth (chairman), H. M. Loth, J. A. Morgan, W. H. French, James L. Regan, C. P. Soule, E. C. Andrews. The executive officers of the United Typothetæ and Franklin Clubs of America will be the guests of the evening. The plans of the committees, announcements of which will be in the mails shortly after the first of January, indicate that this will be one of the most notable events in the history of the organization.

The Seventh Annual Meeting and Dinner of New York Branch, No. 1, Printers' League of America.

The seventh annual meeting and dinner of New York Branch, No. 1, Printers' League of America, was held on Wednesday, December 17, 1913, at the Hotel McAlpin, New York city. The business meeting preceded the dinner and was well attended, nearly the entire membership being present. The reports of officers and committees showed a successful year's progress, eleven new members having been added, and the financial report of the secretary-treasurer showed an increase of about $500 since March 1, 1913, when he took over the office.

No serious labor troubles occurred during the year and the relations with all the unions having contracts with the league were most satisfactory.

Plans were suggested for the further support by the league of the New York School of Printers' Apprentices, which it was reported was doing most excellent work and had acquired over $5,000 worth of the latest improved composing-room equipment, the donation of private parties interested in advancing the art of printing. About two hundred apprentices are registered for day and evening classes, each apprentice taking two periods per week, generally one day and one evening, the day time being donated by the employer without deduction from the apprentice's pay.

It was voted to authorize the Executive Committee to enter into an agreement with the Allied Printing Trades Council, on behalf of the label-users, who are members of the league, whereby disputes over the use of the label might be adjusted by a joint conference committee in the same manner as disputes are now disposed of with the unions.

The election of officers for the ensuing year resulted as follows:

President, Charles Francis; vice-president, Floyd E Wilder. Executive Committee: Isaac Goldmann, William H. Van Wart, George W. Green, Charles Hahn, A. W. Little, F. C. Stevens, Thomas E. Geistweit, A. Stanley Graff, William Driscoll.

The secretary-treasurer is not elected by the league, but is selected by the Executive Committee.

The business meeting adjourned at half-past six and at seven o'clock the banquet hall, in the hotel ballroom, was opened and the guests were seated. About one hundred and sixty persons, including members, their wives and

friends, enjoyed the banquet, the music and singing, and the addresses which followed.

John Clyde Oswald, of *The American Printer*, acted as toastmaster; and the speakers in their order were: Charles Francis, president Printers' League of America; Henry L. Bullen, of the American Type Founders Company; W. A. Marble, president of the Merchants' Association of New York; Dudley Field Malone, Collector of the Port of New York; Rev. L. J. Evers, St. Andrew's Parish; James M. Lynch, New York State Labor Commissioner; H. E. Cleland, of the Hill publications; and Will J. French, of the California Industrial Accident Board.

President Francis reviewed the work of the local and national leagues for the past year, showing the addition of three new branches of the national, and the negotiation of arbitration agreements by these branches and the successful adjustment of the scales under the agreements. Altogether, he said, the progress in the past and outlook for the future was most gratifying to the league.

Mr. Bullen spoke on the apprentice question, and said it was up to the employer to see that apprentices were properly instructed if they expected a new crop of competent workmen. As many employers complained that business conditions prevented their giving the attention to the apprentices in shops, which they required, he said it was their plain duty to support the schools which were supplying the deficiency in instruction. He gave high praise to the New York School of Printers' Apprentices, which he declared was showing the road to success in this work. The greatest need right now was funds to continue the work so well begun, and he urged his hearers to come to the support of the school.

President Marble, of the Merchants' Association, outlined the history and objects of his association for the upbuilding of mercantile and manufacturing interests of the city and praised the work of the league as tending to the same end.

Rev. L. J. Evers gave an interesting account of his first lesson in the printing business, the outcome of a boyish escapade, and of his work among the printers of this city, his inauguration of services in St. Andrew's Church at two o'clock in the morning for the benefit of the night workers and the benefit derived therefrom. He praised the craft for its work in education and uplift and closed by an exhortation for each one to work for the general good.

Labor Commissioner Lynch spoke on "Arbitration," and explained the difference between voluntary and compulsory arbitration, and showed the objectionable features of the latter form, from standpoints of both employers and employees. The most favorable conditions he said, were where a strong association of employers met a strongly organized union, and settled their difference without the interferences of outside parties unfamiliar with the details of the business affected.

Mr. Cleland's subject was "Service," which he treated in a highly interesting and at times humorous manner. The burden of his remarks was that the printer who rendered the best real service would be the successful one, and that printing did not consist merely in putting ink on paper, but in giving to the customer something which would bring in returns. He said all printing was advertising, and the printer should endeavor to see that his work brought for the customer the business intended; that if the printer did this the customer would come for more, regardless of price, for no business man would hesitate to lay out a dollar where he could get two in return.

Will J. French, the last speaker, explained the workings of the liability law in California, which is considered a model of its kind. He gave some appalling statistics of industrial accidents, and said employers were waking to their responsibilities in many instances. The liability laws were placing the burdens of industrial accidents where they belonged, on the industry, through which they were distributed to the entire community, and state laws gave to the workmen all the money paid for accidents instead of wasting ninety per cent of what the employer paid through lawyers' fees and court costs as under the old methods of private liability insurance companies.

The gathering broke up about half-past eleven, amid general expression of pleasure at every feature of the evening.

Meeting of the Council of the National Editorial Association.

A meeting of the National Council of the National Editorial Association was recently held in the rooms of the Chicago Press Club for the purpose of deciding on the time and place for the 1914 convention of the association. The council is composed of representatives from each of the one hundred and eighty local, sectional and state associations which comprise the national association. About forty members were present. Invitations were read from a number of cities, but the contest narrowed down to a choice between Richmond, Virginia, and Houston, Texas. Houston received the larger number of votes, and the convention will be held there April 23 to 25, inclusive.

An attractive program of entertainment is offered to the editors. Work upon the program of addresses has begun, and it will be announced at an early date. It is the intention of the officers to make it, if possible, the strongest and most interesting program the association has ever offered to the delegates to its annual conventions.

The committee on the free printing of government stamped envelopes, appointed by the association at its Colorado Springs convention, made a report of progress to the council, as did also the committee appointed to consider the feasibility of establishing an advertising bureau. The latter committee is conducting an investigation of the subject, and Chairman Purcell, of Broken Bow, Nebraska, reported that its recommendation probably would be to organize state or sectional bureaus as a means of facilitating the patronage by large general advertisers of the so-called country press.

A complimentary luncheon was tendered by the Chicago Press Club to the male members of the council, and the ladies were entertained at a similar function by the Illinois Women's Press Club. A theater party was a feature of Thursday evening's entertainment.

The meeting of the council was said by those accustomed to attend its meetings to have been the largest and most enthusiastic of recent years. It promises well for the attendance at next year's annual convention of the association.

TYPOGRAPHICAL ERROR LEADS TO SEIZURE OF BRYAN'S FAVORITE DRINK.

Parisian inspectors of pure food and pure drinks were perplexed by some bottles in the window of an alleged American bar which were labeled "Bryan's Gripe Wine," and seized them, according to a cable from Paris to the *Chicago Tribune*. The bartender explained that the word "gripe" was a printer's error for "grape," and, besides that, the beverage was free from alcohol. The inspectors were not satisfied and sent the bottles to the city laboratory to have the contents analyzed.

Written for THE INLAND PRINTER.

LIGHT FOR THE PRINTER.

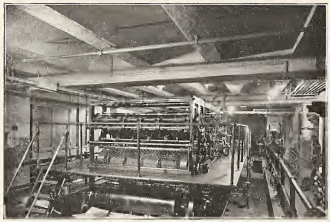
BY F. M. HAVILAND.

EVERY man thinks that his own trade or business gives rise to more troubles than any other. This is the natural result of his being on the inside of his own business looking out, while he is on the outside looking in to all the others. There is no state road in business over which an automobile can be driven straight to success with no more trouble than an occasional turn of the steering-wheel. All roads have their ruts and their bumpers, and the best driven machine is bound to get its punctures and blowouts.

Among the claimants for peculiar business troubles the printer seems to have a fair title to first place. Consider even in the most casual manner the detail involved in the single printed page which you are now reading. Estimate the number of different words which it contains, and then the number of separate letters and characters making up these words. Consider further the number of lines or dots which constitute the engraving; and keeping this enormous total in mind, consider the fact that a mistake or an imperfection in any one of these separate elements is a more or less serious blemish upon the finished product, and you will probably be ready to admit that the mechanical side of the publishing business is the most intricate and complicated of any human occupation.

In spite of all this infinite detail and minutiæ, the modern printing-press can turn out one hundred thousand copies an hour of a fair-sized periodical printed in two colors. Scarcely less marvelous is the machinery for assembling the different sections of a book or magazine, and binding and covering them.

This preamble is given for the purpose of impressing upon the mind the importance of the lighting in the rooms in which these modern miracles are performed. Perhaps the most significant miracle of all is found in the fact that all of this intricate work and complicated machinery can accomplish its purpose by artificial light quite as well as by daylight; in fact, it is now quite common practice in the most modern printing establishments to place the huge presses in basements and sub-basements, to which no ray of sunlight ever finds its way. Even to those rooms above ground to which there is an influx of daylight, the work is frequently, if not in most cases, carried on through the entire twenty-four hours of the day.



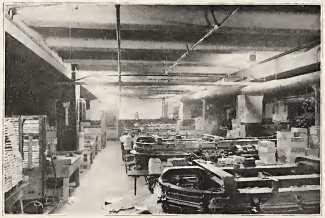
No. 1.



No. 2.



No. 3.



No. 4.

VIEWS SHOWING AN EFFECTIVE SYSTEM OF LIGHTING IN A LARGE PLANT.

When Gutenberg began to turn out Bibles printed on his poor little hand press, the wiseacres of his time accused him of being in league with the devil. They could give no other explanation of the speed with which he could produce a book which had before been the work of years. If they could see the volume of printed sheets, with their illustrations in colors, issuing from subterranean caverns at the present time, they must needs believe not only the devil, but the entire congregation of his imps to be engaged in the work.

In No. 1 we have a view of one of these monster presses installed in the sub-basement of one of the largest

publishing houses in this country. This press delivers regularly seventy thousand printed and folded sections per hour of a large-size magazine, printed in two colors. The photograph was taken by the artificial light, but if it were not for the presence of the lighted lamps it would readily be taken for a room receiving the best kind of daylight. The general illumination is afforded by Cooper Hewitt lamps, two of which can be seen, one in the right foreground and the other at the far end of the press. The two incandescent lamps over the press are used as pilot-lights. With the illumination thus produced work goes on in this underground chamber with precisely the same speed, accuracy and certainty as it would under a skylight.

No. 2 is a view down one of the aisles in the general pressroom on the fourth floor of the building. This is an approximately square room lighted on two sides by windows; but even in bright weather this daylight would be insufficient for the center of the room. The illumination is there supplied by the Cooper Hewitt lamps as shown. This department normally runs night and day. The daylight is really very little considered, the artificial light being run continuously. The absence of sharp shadows, and the distinctness with which all details are brought out, show why no difficulty whatever is found by the operatives in performing their various duties.

No. 3 shows a corner of the bindery. Although there are but few lamps in sight, the general illumination of the room is clearly sufficient for the purpose.

No. 4 is a view showing the sections in which the automatic binding and covering machines are installed. This is lighted entirely by Cooper Hewitt lamps, and the results are well shown in the photograph.

Operatives are usually not at all backward in criticizing any method of lighting which they find troublesome. In this respect the engineer of the plant reports that he has received no complaint whatever since the system was installed. From his own point of view the lamps had required so little attention and involved so little cost for upkeep, that "it was not worth figuring," as he expressed it. Most of the lamps were installed seven years ago, and although they have been running continuously ever since, several of them have the same tubes that were put in when the lamps were installed.

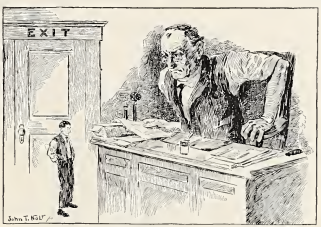
Seven years continuous running — that is, for practically twenty-four hours a day, every working day in the year, with nothing more than wiping off the tube at infrequent intervals, is certainly a record which comes as near being perfection as can well be expected of anything made by human hands. An attempt to estimate the actual cost of upkeep resulted in an approximate figure of twenty cents per thousand hours.

While we may readily concede to the printer a full share of operating troubles, the means of furnishing artificial light that is a complete substitute for daylight can not be placed among them.

TITLES SUBMITTED IN PICTURE-TITLE CONTEST.

The following titles have been submitted up to the time of going to press in addition to those printed in the last issue of THE INLAND PRINTER. Contest closes January 10, and full list of titles submitted will be published in the February issue. Our readers will be invited to select, by vote, the title which in their opinion is the best. The votes will be tabulated, and the contributor of the title receiving the greatest number of votes will receive a year's subscription to THE INLAND PRINTER.

36. His Maiden Effort. 37. How the Boss Looks to the Applicant for a Raise. 38. Awaiting the Verdict. 39. Before the Court of Last Resort. 40. Asking for a Raise. 41. Big Business. 42. A Reprimand. 43. Pay Day — with Funds Available. 44. The Thinkers. 45. The Lion and the Mouse. 46. The Incompetent. 47. Getting Called Down. 48. Awaiting the Verdict. 49. Asking for a Raise. 50. When Murphy Does the Sending. 51. Incompetency. 52. Between Two Fires. 53. How the Place Looks When You Are About to Give an Excuse for Bad Work. 54. The Mind Reader. 55. Why Make That "Bull"? 56. Lost Confidence. 57. When the "Soldier" Goes to the "Front." 58. Well? 59. The Calm Before the Storm. 60. Correcting a Standing Form. 61. Up for Promotion? 62. Your Services No Longer Required. 63. A Spoiled Job. 64. Retrospection — Introspection. 65. Who Gave



Wanted — A Title for This Picture.

You a Card? 66. Cutting Off Unnecessary Expense. 67. Cold Feet. 68. Before the Judge. 69. Relative Sizes of Men — a Front-office Opinion. 70. Fired. 71. On the Carpet. 72. Copy. 73. Another Call. 74. Late Again. 75. To Keep Him or Not to Keep Him. 76. Asking for a Raise. 77. Asking for a Raise in Salary. 78. Will He Get It? What? The Raise. 79. See the Door — This Is No Place for a "Small" Man. 80. Hired or Fired! 81. The Course of Human Events. 82. The "Boss's" Disappointment, or The Last Stand of Foreman Jenks. 83. The Boss. 84. A Raise Wanted. 85. The Cub Reporter. 86. When a Feller Needs a Friend (with apologies to Briggs). 87. One of P——sts, Free and Independent. 88. Mea Culpa. 89. One Result of Our Apprenticeship System (?). 90. How Easily Mistakes Are Made — How Hard to Rectify. 91. The Dignity of Labor, U. S. A., 1913. 92. Not an I. T. U. Commission Student. 93. Discouraged and Discharged. 94. Facing the Music. 95. The "Soft Answer" Had Not a Look-in Up to Time of Going to Press. 96. When Opinions Differ. 97. The Great Divide. 98. Fallibility — Admonition — Retribution. 99. The Man Who Knows and Knows He Knows vs. the Man Who Doesn't Know and Knows He Doesn't. 100. Indecision. 101. The Call-down. 102. Opportunity. 103. The Mind Reader. 104. Be Prepared. 105. Capital and Labor. 106. The Diminution of Self-confidence. 107. Imagination. 108. The Untrained Man. 109. So Big, Yet So Small. 110. Two Strikes — Three Balls. 111. The Lady or the Tiger? 112. Do You Think You Have Earned Your Salary? 113. There Is No Profit in Booze Fighters and Cigarette Fiends. 114. Weighed in the Balance and Found Wanting. 115. Conscience-stricken Before His Employer's Rebuking Gaze. 116. A Humiliating Predicament. 117. A "Wrong Font" in the Business. 118. Decision. 119. Anxious Moments. 120. No, We Don't Need Any More Booze Artists. You're Fired. 121. The Grouch. 122. The Last Call. 123. Why Didn't You —— ——? 124. Facing the Gulliver. 125. In the Shadow of the Valley of the "Can." 126. The Penalty of Incompetency. 127. The Last Straw. 128. Anxious Moments. 129. Torturing Suspense. 130. Well, Boy, What the 'ell Do You Want? I've Forgotten Now. 131. An "Out" (re) Mark. 132. Pressing the Point Home. 133. In Bad. 134. Explanation Demanded. 135. After That the Deluge. 136. Momentary Hesitation. 137. I Can Not Tell a Lie — I Did It with My Little Stick. 138. As You See It — Not "As You Like It." 139. A Big and Little Wrong-font. 140. A Bad Case in the Case. 141. Two Nicks — the Devil and Arch Devil. 142. Fifty Years Ago — and To-day. 143. Realization: Reaping Returns of Ignorance; Reaping the Returns of Cheap Labor. 144. Will It Be the Sack? 145. The Devil. 146. Arbitration. 147. The Wrong-font. 148. Think! 149. Weighed and Found Wanting. 150. Grandmother's Funeral; Huh! Who Plays To-day? 151. A Disgrace to the Press. 152. A Man Looks as He Feels. 153. Going Down. 154. The Point of View, or Put Yourself in His Place. 155. Imagination. 156. Called Down. 157. Waiting for a Decision. 158. "His Master's Voice," with apologies to the Victor Phonograph Company. 159. Apprehension. 160. The Incompetent — as He Doesn't See Himself.

H. S. BEDAINE—ANOTHER VERSATILE PRINTER.

BY H. B. H.

THE versatility of "Ye Printerman" has been referred to on various occasions in the columns of THE INLAND PRINTER, and we trust that giving accounts of what has been accomplished by printers may prove a source of inspiration and encouragement to others who are "coming along" in the trade.

Like all men who have accomplished things, the subject of this sketch — H. S. Bedaine, job compositor — is somewhat reticent when it comes to talking of himself,



H. S. Bedaine.

and it was with difficulty that a short account of his record was secured. When a mere boy, his chief ambition was to print, and he secured and read every available book on the subject. His ambition was finally gratified when a cyclone struck the high school he was attending, demolishing the building and causing the suspension of the school. He then applied for a position in a printing-office, his first application "landing the job." Once started in the work of "sticking type" he made it a point to master every branch of the business, so that he is now at home in any department of a newspaper or job office, from the front door or editorial office through the composing-room and pressroom.

In 1897 Mr. Bedaine established the *Tennessee Independent*, a local weekly, and made it a success. The same year he wrote the closing ode of the Tennessee Centennial, which was published in the Nashville papers. He has been a great lover of literature from his earliest memory and frequently writes articles for the press. In 1902 he wrote "A Precious Jewel." A copy of this book, printed in three colors, as a gift copy, was bound, at a cost of eighteen dollars, in genuine morocco, with round corners and gilt edges, the front cover bearing a solid gold plate set with the birth-stone of the recipient and appropriately engraved. The binding was done by The Inland Printer Company.

Mr. Bedaine's activities have not been confined to the field of printing and writing. He has taken a leading part in the work of various organizations, holding high offices. His work with a camera is also worthy of mention. He has carried his camera all over the United States, from sea-level to 14,590 feet in the air, but he says that the thing he most regrets is having missed photographing a baby lion which he held in his arms while in Buffalo, New York. Mr. Bedaine has favored THE INLAND PRINTER with a number of specimens of his work with the camera, some of which will be reproduced from time to time in these columns.

The secret of Mr. Bedaine's success is that he has never been satisfied with the mediocre. Whether printing, writing or using the camera, or in any of his other accomplishments, his desire has been to excel.

A DISPUTE ABOUT RINGS.

Printers used to have many disputes about "rings," and there was little sentiment about them and no romance. But the romance and sentiment attaching to other rings, such as engagement rings and marriage rings, seem to have gone to the scrap-heap when the courts have to be appealed to in determining who a ring belongs to. The court at Salem, Oregon, on December 1 made a ruling on rings to the effect that an engagement ring is a conditional gift and only becomes the property of the recipient when the condition is fulfilled, according to a decision of Justice Webster, who presides over the destinies of the peace court for the Salem district, made in the case of the John G. Barr Company against Mr. and Mrs. Claude Williams for the recovery of a diamond ring given Mrs. Claude Williams, before she married Mr. Williams, as a token of engagement to Forrest Price.

Judge Webster ruled that the ring, which was purchased from the Barr Company by Forrest Price and given to her on Christmas night, 1911, belonged to the Barr Company. Mrs. Claude Williams claimed the ring was a Christmas gift, while it was understood by Price to be a token of their engagement to be married. Later the girl met Claude Williams and married him. Price then assigned his interest in the ring back to the Barr Company, which started suit for its recovery.

Testimony was taken by Judge Webster. He took the case under advisement and his decision was that the ring was not a gift, that it was an engagement ring, and that it had to be given back to the donor when the engagement was broken.

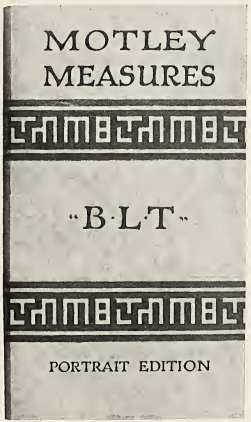
BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in the advertising pages.

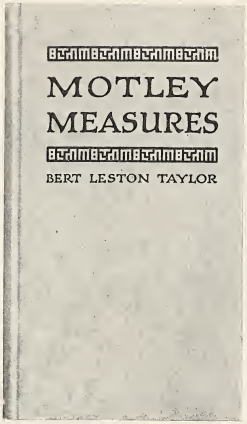
Specializing in Books by Chicago Writers.

In roughing out any sort of work, criticism of the processes of evolution is confined to the few, but in the roughing out of a city, such as Chicago, for example, the very rapidity of its evolutionary processes, concentrating almost undivided attention on elemental needs of the moment, gives ample room for the display of crudities more or less laughable. If a people are content with what they have accomplished and rest content, then indeed they become laughable. Among the faults of Chicago, and they are many, the fault of complacent supineness can not be included. There is much rubbish — physical, mental and moral — yet to be removed, and it is very possible that the moral force of incentives to achievement will not be the least of the refining influences broadening and enlarging the city's social, business and political conceptions.

We are moved to these reflections by the receipt of a little book of verse from The Laurentian Publishers, Steinway Hall, Chicago. These publishers announce themselves as "specializing in books by Chicago writers." It is not so very long since a Chicago book was more of a curiosity than a thing to be desired, though in Chicago job-printing and newspaper-printing were better done than in most cities. To-day, though the newspaper has declined typographically, job-printing has continued to improve, and local bookmaking has become distinguished by discriminating taste, and for these improvements in bookmaking we are indebted to certain earnest men who have sustained for many years a constant effort to do things in printing with as much grace and taste as lay in their power. For the present, as we are taking as a text a specific book and a specific firm, we name among such earnest workers only Laurence C. Woodworth and Will Ransom, "The Laurentian Publishers."



Slip-cover Design and Lettering by Will Ransom.

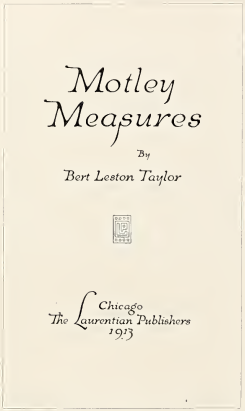


Cover-Design and Lettering by Will Ransom.

The latest book from their hand, "Motley Measures," is a collection of verses by "B. L. T.," of the "Line-o'-Type or Two" column of the *Chicago Tribune*. The author, Bert Leston Taylor, sustains a peculiarly intimate tone with his readers in "the colyum" of the *Tribune*, and his genial humor and penetrating sarcasms are a leaven to

Chicago's strenuous life that has, we believe, no inconsiderable cultural influence. A more than usual interest therefore attaches to this pretty book. It is a Chicago product throughout.

Laurence Woodworth planned the layout, Will Ransom did the lettering and designing on cover, slip-cover and title-page, Mr. Plunkett and Frank Winter, of the Faithorn Printing Company, brought their taste and skill to bear, and the result is a most worthy book, printed clearly and well on heavy antique paper; the cover a watered gray stock with the lettering in a warm black and decorations in persian orange. The frontispiece is a very artistic piece



Title-page Designed and Lettered by Will Ransom.

of portraiture of "B. L. T.," by Eve Watson Schütze, who is to be congratulated on the successful interpretation of the work by the engraver and printer. We have said nothing about the author's work in the book itself. But why should we? If time and talent have spent their service in dressing these verses as they seemed to deserve, their sufficient commendation would seem to lie in that. Lest this commendation might seem too vague and indirect and shuffling we hasten to add that having directed a printer to the procuring of the book, he criticized his purchase in our hearing, thus: "It's a great little book, all right."

Lockwood's Directory of the Paper and Stationery Trades.

This standard work, now in its thirty-ninth year, is a reference-book that grows more and more valuable as business activity becomes more acute. The chief change made in this issue is in the division of water-marks and brands, which has been revised and set in two columns instead of one as heretofore, making a great improvement and giving now a list of practically all the titles in active use in the American paper trade. The growth of paper specialties during the past year is indicated by the largely increased number and diversity of the various specialties and the concerns engaged in their manufacture. Thirty-nine years' experience, as we have stated, has developed this reference-book into an epitome of accuracy and completeness. Published by Lockwood Trade Journal Company, 150 Nassau street, New York. Price, $3.

"Cost Accounting—Theory and Practice," by J. Lee Nicholson, C. P. A.

This handsome work of 341 pages comes to us with the voice of authority. The author is a certified public accountant, factory cost specialist, author of "Factory Organization and Costs," and "Cost Accounting," and instructor in cost accounting at Columbia University. The theory and practice of cost accounting are traversed clearly, simply and concisely.

The student of cost in manufacturing would find in this book a clarification of many seemingly obscure problems and no doubt some pronouncements that may be challenged and made the subject of debate, for there are always qualifications to every problem and we may certainly expect the printer to find them out. The Ronald Press Company, New York, are the publishers. May be purchased from The Inland Printer Company for $4.15, postpaid.

Campsie's Vest-pocket Estimate Book.

The fourth edition of this estimate-book is to hand, revised and enlarged. The price has been changed therefor from 75 cents to $1. The work is so arranged that it is next to impossible to make an error in estimating and printing. It is a system that has been in practical use in one of the largest and most successful printing-plants in the country for years. It contains twenty-seven pages of valuable information, besides 106 pages for the use of estimators. The size is 3¼ by 6 inches, and is intended to be carried in the vest pocket. It will be supplied by The Inland Printer Company on receipt of $1.

POETS READ THIS.

He was a poet, with long hair and all, and for a time she was tickled to death at the novelty of holding hands with him on the sofa. But after a time she tried hints, but they went in one poetic ear and out the other, like water off a duck's back, and the night our story opens she spoke right out.

"Algernonie," she said. "Sunday night when you came around, you wrote a sonnet to my left eyebrow, didn't you?"

"Yes, love, I did," he returned, putting one hand on his bosom to keep it from swelling with pride.

"Tuesday night, when you called," she continued, "you composed a triolet to my nether lip, didn't you?"

"Yes, love," he admitted, "I did."

"Wednesday night, during your call," she pursued, "you dashed off a roundel to my dimples, didn't you?"

"Yes, love," he smiled, "dashed off is good. But there, there, don't mention it."

"And didn't it ever occur to you," she said earnestly, "that a girl might sometimes wish for something more substantial?"

"Darling, you are right!" he cried. "This very evening shall I write an ode in blank verse to your entire face."

She walked sadly to the foot of the stairs.

"Father," she called regretfully, "put on your storm shoes and come down." — *Detroit Free Press.*

OBITUARY

J. Stearns Cushing.

J. Stearns Cushing, president of the Norwood Press, of Norwood, Massachusetts, and former president of the United Typothetæ of America, died at his home in Norwood on Tuesday evening, November 18, 1913. Mr. Cushing was born in Bedford, Massachusetts, May 3, 1854. At the age of fourteen he started work at the printing trade with the University Press, in Cambridge. Later he worked for several of the principal offices in Cambridge and Boston, and in 1878 started in business for himself in Boston. Having previously made it a point to gain a thorough knowledge of the printing art, and thinking that he saw a chance for improvement in the printing of various text-books he devoted himself to the work and made a great success of it.



J. Stearns Cushing.

Mr. Cushing was president of the Boston Typothetæ for nine years. He also served as vice-president and chairman of the Executive Committee of the United Typothetæ, and in 1911 was elected president. Besides being active in printing-trade organizations he took an active part in a number of fraternal and social organizations and also in public affairs.

At a meeting of the Typothetæ of the city of New York, held on Tuesday, December 9, 1913, the following resolutions were unanimously adopted:

WHEREAS, There occurred, on November 18, 1913, the death of Hon. Josiah Stearns Cushing, for many years an employing printer of Boston and Norwood, Massachusetts, and a conspicuous and influential figure in the business, social and political life of this community; be it

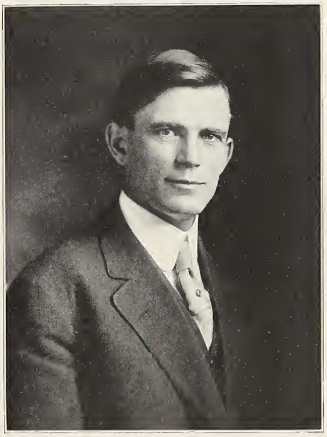
Resolved, That in his death the printing business has lost one who was representative of its highest ideals, the Typothetæ a member who rendered it faithful and able service during a long term of years, and those who had the privilege of knowing him a friend whose sympathy, wise counsel and a readiness always to extend a helping hand, endeared him to all; be it further

Resolved, That the members of the Typothetæ of the city of New York express their sincere sympathy and condolence to his family and business associates on this occasion of their great bereavement; and be it further

Resolved, That these resolutions be forwarded to the family, that a copy be spread upon the records of this association, and that copies be furnished to the press.

John H. Marble.

John H. Marble, who was appointed as a member of the Interstate Commerce Commission shortly after President Wilson's inauguration, died suddenly on Friday, November 21, 1913. Mr. Marble's career was one that carried a great lesson with it — a lesson of application and determination, and of unwavering devotion to duty.



John H. Marble.

Formerly a member of the International Typographical Union, being active in the affairs of the local union at San Francisco, Mr. Marble took up the study of law in his spare

time while working as a printer, linotype operator and newspaper writer through the day. He passed a highly creditable examination and was admitted to the bar in San Francisco. In 1906 he went to the Interstate Commerce Commission as confidential clerk to Commissioner Franklin K. Lane. Shortly after his arrival he was designated attorney for the commission and was entrusted with some of the most important investigations of the commission. He was appointed secretary of the commission in February, 1912.

Mr. Marble was forty-six years of age and was considered one of the most efficient members of the commission. Mr. Lane says of him: "He had the rarest of minds — keen, analytical, precise, balanced." *The Chicago Tribune*, writing editorially on the death of Mr. Marble, says: "Mr. Marble was so true a reformer that it would have been the last title given him. The work he did can be done by another, but the place he had in American public service will not be so easily filled."

It is to be regretted that one whose service has been of such great value should be taken away just at the time he is beginning to reap the benefits of his years of hard work, denying himself many of the pleasures he might have enjoyed, in order to better fit himself to be of greater service to his fellow man.

Mrs. Annie C. Mill.

Mrs. Annie C. Mill, wife of William Mill, who is a proofreader on *The Daily News*, Chicago, and secretary of the Old-Time Printers' Association of Chicago, passed away on



Mrs. Annie C. Mill.

November 25, 1913, at the age of fifty-three years. Mrs. Mill was a native of Chicago, her maiden name being Halvorson. She was married to Mr. Mill on October 29, 1881, her birthday anniversary. She was an untiring worker in the Wicker Park Evangelical Lutheran Church, Chicago. Mrs. Mill leaves to husband and seven children the memory of a devoted and loving wife and mother.

James H. Hanlon.

James H. Hanlon, assistant foreman of the composing-room of *The Daily News*, died on Saturday, November 22, 1913, at the German Hospital. He was stricken with pneumonia one week before his death. Mr. Hanlon was born in Chicago in 1867. He entered the employ of *The Daily News* at the age of fifteen years, after graduating from the Kinzie school. Funeral services were held on Tuesday, November 25, under the auspices of Chicago Typographical Union, No. 16, the Knights of Columbus and the Catholic Order of Foresters. Mr. Hanlon is survived by his widow, one sister, and one brother.

UP-TO-DATE "JOURNALESE."

Sir,— In discussing "Newspaper English," to my mind, the most serious fault of "journalese" is to pick up and give currency to any new locution, no matter how senseless.

When the battle-ship fleet in Roosevelt's administration made its famous voyage around the world somebody used the word "cruise" in relation to the trip. At once every newspaper took to using the word as equivalent to "voyage."

Only lately I read in some Philadelphia paper that the cruiser Chester would "cruise" to Pensacola from League Island. Now, any one who will think for a moment knows that "cruise" does not mean to go somewhere with definite leaving and arriving time.

A whale-ship cruises. She may go from New Bedford on a two or three year cruise and will sail about so and so long in such a part of the ocean and then go about such a time to an agreed point, where the captain may communicate with his owners and then, if not ordered home, he will cruise again. But a ship which leaves League Island for a definite port and is to go straight there does not "cruise."

Some years ago while living in New England I read in the Boston *Herald* an account of a runaway accident. To my no small amazement I was told that the horses were uninjured, but the "team" had been demolished. Still this would have passed for a funny blunder had I not found that all the papers that fell into my hands after that had decided that from now on "team" meant vehicle. The strikers pulled a man off his "team." The wheel of the heavy "team" passed over the boy's head, etc.

Some one used the word "probe" as a figure of speech for "investigation," and it was clever. Now, however, it seems a little strained.

The trouble, I believe, comes from our schools, which are so encumbered with nonsensical stuff forced in by the faddists that they only half do their work. A pupil should leave school with a mind accustomed to think and select that which is good and reject that which is bad. As a rule, the graduates of our high schools have no definite knowledge of the meaning of words they use every day.— *"Grumbler," in the Fourth Estate.*

A CHICAGO MAKE-UP.

Among the curiosities of typography a prominent place must be given to the achievement of a Chicago paper in the mixing up of headlines in a most startling manner. First there was an article with this caption:

"The Condor of the Andes
Albert Seaton Bery, of Kentucky, Bears
That Distinction."

In another column, on the same page of the paper in question, was this announcement:

"Tallest Man in Congress
Soars Far Above the Eagle and Reaches
a Height of Six Miles."

— *The Christian Register.*

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Louis A. Brod Returns from Australia.

Louis A. Brod, of New York, has recently returned from Australia where he demonstrated printing-presses and printing for R. Hoe & Co. He had a very successful and interesting trip, spending about eight months in Australia and encircling the globe.

Charles B. Slaughter with Universal Type Making Machine Company.

Charles B. Slaughter, assistant sales manager of the Lanston Monotype Machine Company, has resigned his position to become sales manager of the Universal Type Making Machine Company, of Chicago, manufacturer of the Universal Typecaster. Mr. Slaughter has been in the sales department of the Lanston Company for the past eight years, and assistant manager for two years. He has made many friends among the large printers in both the East and West, and his ability and past experience assure him great success in his new undertaking.

"Self-Inspection" for Members of the Graphic Arts Mutual Fire Insurance Company.

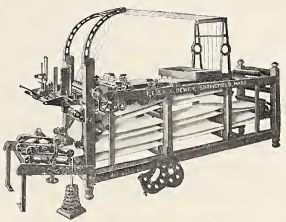
The inspection service of the Graphic Arts Mutual Fire Insurance Company, of Philadelphia, Pennsylvania, has, since it was first instituted about three years ago, amply justified its establishment by producing a decided lessening of the fire loss, and by the dissemination among the whole membership of knowledge gleaned from the leaders. It has, however, been necessarily costly, and this fact has operated to restrain the company from putting it on a basis of monthly visits, although it is recognized that this would be highly beneficial and desirable. As the best practicable substitute, however, this company has now instituted a system of "self-inspection," by which the proprietor of each plant has the inspection made monthly by one of his employees, on a blank furnished by the company, and forwards it to the office of the company. Literature which fully explains the plan is being sent to members by the company.

Ullman-Philpott Company Increases Capital.

The Ullman-Philpott Company, manufacturer of printing-inks, 4801 to 4807 Lexington avenue, Cleveland, Ohio, has recently increased its capital stock from $35,000 to $100,000, and is preparing to enlarge its plant and business. Dr. F. Seligman, formerly with the Pinchin-Johnson Company, of London, is now factory manager for the company, and Frederick C. Kuhn, formerly with the Sherwin-Williams Company, is sales manager. The company is installing a new chemical laboratory and new machinery, and is also adding to its sales force. It held its first annual convention on December 29, 30 and 31. The officers of the company are H. F. Einstein, president; M. K. Einstein, secretary; S. Pollock, treasurer; with Julius Feiss, Dr. F. Seligman and L. H. Hays the other directors.

Dewey Automatic Card-ruling Machine.

A speed of forty thousand cards an hour, with perfect alignment, is the guarantee made for the automatic-feed card-ruling machine shown in the accompanying illustration. This machine is for ruling index cards, both striking and feint lining, and is so constructed that the feeder can be changed in less than one minute to feed cards from 3 inches to 12 inches in size. It can also be used as a stock



Style C. Automatic Card Machine.

machine for small paper. The feeder can readily be dropped down and a feed-table bar — which is supplied with the machine if required — put on and the machine fed by hand. This machine is manufactured by F. E. & B. A. Dewey, Springfield, Massachusetts, and is fully described in the illustrated catalogue and price-list of Dewey ruling machines and parts, a copy of which will be sent on application.

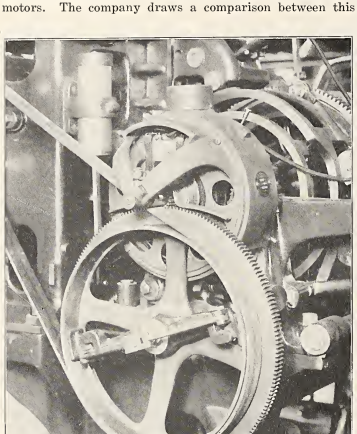
New Catalogue of the F. C. Damm Company.

The F. C. Damm Company, 115 and 117 West Harrison street, Chicago, Illinois, has recently issued a new sixteen-page catalogue listing a number of its specialties, among them being the Perfection motor, geared type, a feature of which is the micrometer adjustment which makes the operation of the motor noiseless at all times; the silent linotype motor, belted type; gas-saving metal furnace, which has a pressed-steel pot, making it very economical in the use of gas and avoiding all possibility of trouble with a cracked or leaking pot; the Damm thermostat, for governing the temperature of metals; ladles, skimmers, assembler covers, etc. The company also does an extensive business in the rebuilding of linotype machines, and makes

a specialty of adjusting linotype fire-insurance claims. A copy of the catalogue may be obtained on application to the address given above.

Jenney Linotype Motor and the Mergenthaler Linotype.

The American Rotary Valve Company announces that during the year which closed on September 30, 1913, it built and shipped over nine hundred Jenney linotype motors. The company draws a comparison between this



Showing Jenney Linotype Motor Attached to Machine.

product and the announcement of the Mergenthaler Linotype Company that in the same period it built and shipped over one thousand seven hundred linotype machines, a most gratifying showing for the Rotary Valve Company.

Handsome New Catalogue of Alhambra Covers.

The sample-book of Alhambra covers recently issued by Knowlton Brothers, Incorporated, of Watertown, New York, is worthy of the highest commendation. It is a book that will prove a valuable asset in every printing-office. Thirty-one leaves show different treatments of the various colors and weights of this line of covers, which consists of fifteen rich and permanent Oriental colors, each color being made in one finish and two weights. No expense has been spared in the production of this catalogue. In the creation as well as the mechanical production the aim has been to show as wide a diversity of motif, color-scheme, subject, style of design and method of treatment as possible, and among the designs are several representative examples of German designers. In this book the printer is given a large range of suggestions for different treatments of Alhambra covers, both in color combinations and plates best suited to the character of the stock. The stock will readily adapt itself to various classes of work aside from catalogue or pamphlet covers. For covering books bound in paper-covered boards, for linings and end leaves, and for envelopes to match the color of the catalogue, the Alhambra cover-stock is equally suitable. The extra heavy Alhambra cover will also be found attractive for photo, calendar and picture mounts, for posters and for cartons. The catalogue is handsomely bound, presenting a splendid example of the utility of the stock for this purpose, the title being an electrotype shell set into the cover. The conception as well as the production of the book was the work of The Trow Press, of New York.

Annual Meeting of New York Trade Press Association.

At the annual meeting of the New York Trade Press Association held Friday evening, November 21, 1913, at the Hardware Club, the following officers were elected: President, M. C. Robbins, of *The Iron Age;* vice-president, W. H. Ukers, of the *Tea and Coffee Trade Journal;* treasurer, A. E. Clifford, of the *Engineering Record.* Directors: Hugh M. Wilson, of the McGraw Publishing Company; Mason Britton, of the *American Machinist;* A. C. Pearson, of the *Dry Goods Economist,* and F. T. Frazer, of the *Haberdasher.* The meeting was addressed by A. C. Ernst, of Ernst & Ernst, Cleveland and New York, on "The A B C of Publishing Efficiency."

The "New Era" Multi-operation Press.

In the advertising section of this issue is shown a cut of a new and greatly improved model of the "New Era" press. With the new feed, what would be called perfect accuracy is secured, the variation being .0015 of an inch or less, and slitting can be done to an accuracy of one-half thousandth of an inch. These remarkable high-speed machines are being used by a number of the largest printers of labels, tickets, tape, and file and tabulating cards and various specialties on work requiring a number of colors or other operations such as punching, perforating, die-cutting, numbering, slitting, cutting to size or rewinding. If you have work of this kind it will be well worth your while to send your samples to W. M. Van Cise, the sales agent, 217 Marbridge building, New York city, and let him tell you what you would gain by having your work completed in one passage of the stock through a "New Era" multi-operation press.

New Catalogue of the Autopress Company.

The Autopress Company, 95 Madison avenue, New York, has issued a new catalogue describing its new Model B Autopress. The Model B has been built to meet the increasing demand for both speed and quality, and it is as notable in the quality of its output as in its smooth, silent speed. The company's engineers have brought their own ripe experience into the designing of this new model, and the company has also profited to the fullest extent by the suggestions of hundreds of users of the Model A press. The result is that every important feature marks a distinct advance over the former model. The catalogue is printed on the Autopress and copies will be sent on application to the address given above.

New Hardware Advertising Service.

Something different in stock cuts that are really pertinent to the hardware business, is the announcement made by the Hardware Advertising Service Company, 1 West Thirty-fourth street, New York. A. J. Barnett, formerly editor of *Iron Age-Hardware* (now *Hardware Age),* is the manager of this company, and his years of study of the

hardware business have given him a thorough knowledge of advertising and merchandising methods best suited to the business. The service offered by his company consists of a wide range of stock cuts, with suggestions for headlines and catch phrases, specially adapted to advertising hardware, whether for newspaper advertisements, booklets or circulars. Mr. Barnett is issuing a bulletin describing this service, and will gladly send a copy to any one asking for it.

"Padbind"—A New Flexible Padding Glue.

"Padbind" is the name which has been given to a new high-grade padding composition which is being marketed by the Glue Specialties Company, 16 Beekman street, New York. This composition is made of the best materials obtainable, and forms a very powerful adherent, at the same time being thoroughly flexible. The company claims that it is absolutely preserved and will not deteriorate; also that pads will not fall apart in cutting or in use, and that leaves tear out smoothly. "Padbind" comes packed in 10, 25 and 60 pound tins, 100-pound drums and 500-pound barrels.

New Alternating-current Controller for Printing-presses and Other Machines.

Recognizing the fact that alternating current has many advantages over direct current, and that the general trend of the times is toward universal adoption of alternating current by central stations, the Monitor Controller Company, 111 South Gay street, Baltimore, Maryland, pioneer in direct-current automatic control, very naturally turned its attention to the problem of obtaining in the alternating-current field the same results as they were already obtaining in the direct-current field. This problem presented a number of features which required very careful working out before satisfactory results were obtained.

The announcement is now made, however, that the Monitor Controller Company has perfected, patented and is prepared to furnish an absolutely reliable controller for either single, two or three phase alternating-current motors, paralleling their pre-set speed types of direct-current equipments in practically all respects. With



Fig. 1.—Safety Lever Station Monitor Control System.

alternating-current work the dynamic brake for stopping can not be furnished; it is therefore necessary to use a foot-brake as furnished with all standard presses, or else to use a magnetic brake, which can be furnished with any standard motor at a slight additional cost. This magnetic brake is operated from the controller.

The accessories used with the new type of controller are identical to those used with corresponding types of direct-current apparatus — in other words, starting, stopping, reversing and jogging of the press can be done automatically, and the same controlled from a simple station on the press either by push-button or by safety-lever station as shown in cut, Fig. 1.

The distinctive feature of this new controller is the fact that in starting, a proper amount of resistance is

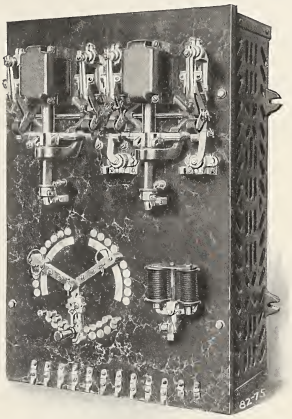


Fig. 2.—New Alternating-current Monitor Controller.

automatically inserted in each phase of the motor, this resistance being designed to give absolutely correct starting characteristics, and is the same under all running conditions — that is to say, the starting resistance is automatically cut out and the regulating resistance, which has been previously determined by setting of the handle, is automatically thrown in, bringing the motor promptly to the speed desired, which may be any speed between normal and the lowest speed specified.

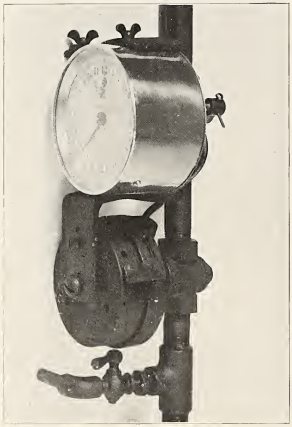
A letter to the company at the address given above will bring literature fully describing this controller and explaining the many points that make it of value on printing-machinery.

Mechanical Chalk-relief Overlay.

As evidence of progressiveness may it be said that the majority of the prominent printers of the United States are now using the mechanical chalk-relief overlay. Well are they aware that the hand-cut overlay and other overlay methods are antiquated. Conditions in the printing industry to-day are such that to cut overlays by hand is extremely wasteful of time, and also expensive. By far more shades and details are given attention in the chalk overlay, with its relief distributed on both sides of the ground sheet, than any other overlay extant. The result is the highest grade of overlay printing at the minimum cost of overlay production. Firms that are interested in good half-tone printing and have not as yet installed the process, would profit by writing Watzelhan & Speyer, 183 William street, New York.

New Gas-lighting Device for Slugcasting Machines.

A gas-lighting device that may be applied to slug or type casting machines has been devised by Alton B. Carty, of Washington, D. C. Mr. Carty is correspondence instructor of the Technical Trade School of the International Printing Pressmen and Assistants' Union. He is desirous of interesting some one with capital to undertake the manufacture and marketing of this device. The device is constructed to be clamped to the feed-pipe of the machine. The clock has an ordinary twenty-four hour dial, and it may be set in the afternoon so as to operate the releasing mechanism of the stop-cock the following morning. The



New Gas-lighting Device for Slugcasting Machines.

hour hand makes one complete movement around the dial in twenty-four hours, the minute hand making the circuit each hour. The mainspring of the clock is wound once each day; as the tripping mechanism is fully automatic it is not necessary to give it any special attention. The double cup device contains a flat spring of ample tension to operate the barrel of the stop-cock in the gas-pipe. Below this is the pilot light stop-cock, which is operated by a lug on one of the sections of the cup. A rod extends from the cup to the clock and is held in position by the tripping mechanism of the clock. The clock is provided with an alarm which is set to operate the releasing mechanism. When the clock is wound the dial may be set. The pilot light is lighted and then turned down a trifle. When the alarm mechanism releases the trip-rod, the stop-cock is turned and the gas escapes full head, the lug on the cup comes in contact with the pilot-light cock, opening it fully, the pilot-light flame is projected across the burner and the gas is ignited at once. The mechanical problems involved are quite simple. The operation of the parts do not place any great burden on the clock by lifting or pushing any part out of engagement, so the device should work with regularity.

A New Brass Cleaner.

A new chemical compound for cleaning brass—linotype matrices, brass rule and other printers' brass—has just been placed on the market. It is called "Brass-O-Clean," and is being marketed by John S. Thompson & Co., 624-632 Sherman street, Chicago. Besides relieving the printer from the drudgery of cleaning these articles with lye, benzin or other only partially effective agents, it puts a finish on brass surfaces which does not easily tarnish after being cleaned.

No rubbing of the brass is necessary. The articles are merely placed in the liquid for ten or fifteen minutes and when removed are found to be clean and bright. It is just the thing for linotype keyboard cams and matrices, as "Brass-O-Clean" entirely removes the grease and tarnish and makes them as good as new. It makes tabular work with old fonts of matrices a possibility, and restores the reading faces so they can be easily read.

It positively will not injure the delicate faces of the matrices, nor make "hair-lines" show after cleaning old matrices, as metal accumulations on the side walls are not affected by the chemical. "Brass-O-Clean" has been given a thorough test in several large newspaper plants and by linotype users in job offices, and has been highly recommended by them. Particulars and prices can be obtained by addressing John S. Thompson & Co., 624-632 Sherman street, Chicago.

A Composing Machine Efficiency Record.

A new record in rapid machine composition was made recently by John F. O'Sullivan, a New York operator, who set 11,024 ems of pica, brevier, and agate in one hour. Mr. O'Sullivan made all the necessary changes of magazine, liners, etc., without assistance. He set 93 lines of pica, 126 lines of brevier, and 154 lines of agate, his "string" measuring as follows:

Pica (24 ems wide)	2,232 ems
Brevier (18 ems wide)	3,402 ems
Agate (16 ems wide)	5,390 ems
Total	11,024 ems

Scores of prominent New York printers witnessed the feat, six of them acting as judges. The copy used was a ten-point "reprint," which, of course, did not run "line for line." The machine—an intertype—was just as it came from the factory, except that it was made to run somewhat faster than the recommended six lines per minute.

Various Processes of Printing to be on Exhibit at 1914 Exposition.

The comparative values of letterpress printing and lithography and the kindred processes will be strikingly brought out at the National Printing and Allied Trades Exposition next April at the New Grand Central Palace, New York. Both methods of printing have made big strides. The tendency of the times seems to be to get away from the letterpress method. Besides straight lithography there are in use to-day the offset process, rapid machine photogravure, intaglio, carbon printing, gelatin process, the Woodburytype, mezzogravure, and many other methods. On the other hand, the development of the three and four color process method of photoengraving

has revolutionized color-printing by letterpress. That the three and four color process has shown wonderful results is undeniable; some authorities even claim that it is more effective and economical on certain classes of color-printing than lithography or any of the similar processes. The exemplification of the various processes in the graphic-arts exhibit of the 1914 exposition will be looked forward to with considerable interest, as it will afford the trade, and laymen also, a splendid opportunity to judge which of the various processes are most effective and economical for commercial and other forms of printing.

The National Machine Recorder.

To maintain the proper standard of efficiency in any plant the superintendent must necessarily be kept informed on the exact conditions in every department. One of the best aids in keeping up and increasing efficiency, as well as eliminating the many little leaks that occur through lost time, is the electrically operated machine recorder. The accompanying illustration shows one of these recorders — the National — in operation in one of the large printing-plants.



The National Machine Recorder in Operation in One of the Large Printing-plants

By means of wires connected to starting and production switches securely fastened to each press or machine, and which run to the terminal on the recorder, the operation of each machine is automatically recorded on a chart of specially prepared paper which is ruled off horizontally into hours and minutes, and vertically with fifty lines which represent the idle periods for the recording units on the machine. By glancing over the chart the superintendent or operator can tell immediately if all machines are in operation, and if any are shut down he can readily find out the reason why. On a cylinder press the recorder shows the time on the chart, and counts on the totaling mechanism, only when the press is actually making impressions; thus when a press is down for any purpose it is recorded on the chart and the totaling mechanism is locked during that period, so that at the end of the day it would show the actual time the press had run and produced.

The National Machine Recorder Company, Marquette building, Chicago, Illinois, seeks the opportunity to demonstrate this machine, as it is convinced that it has something of great value to all operators of printing machinery.

"Baby"—New Product of the Autopress Company.

The Autopress Company, 95 Madison avenue, New York, has recently placed a small, flat-bed, hand-fed cylinder press on the market, christening it the "Baby." The machine comes in two sizes — 10 by 15 and 11 by 17.

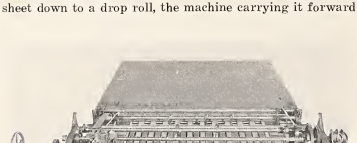
The press registers the sheet of its own accord, eliminating the necessity of the pressman having to place sheets accurately to the guides. The press also deposits the printed sheet in a self-acting jogger, thus relieving the feeder from the necessity of withdrawing sheet. These independent actions on the part of the press give more confidence to the pressman and permit him to comb out the paper to the press in quicker time.

The ink distribution on the "Baby" is superb, and the register is perfect. There are no adjustments to learn, making the operation extremely simple. The make-ready is claimed to be as simple, also, as on the ordinary platen process.

The Autopress Company is keenly alive to opportunities for the demonstration of its products, the latest one being the printing of an exposition daily, published by the New York Edison Company, on a Model CC Autopress, at the electrical show held at the Grand Central Palace, New York, October 15 to 25. The size of this press was 14 by 20 inches.

The Hardie Semi-Automatic Feeder.

Of great interest to the printing trade is the new Hardie semi-automatic feeder for cylinder presses which is being placed on the market by the Hobbs Manufacturing Company, of Worcester, Massachusetts. This feeder meets the needs of the printer doing a wide range of work. It is practically an auxiliary in that it aids the workman in feeding the press. All the workman has to do is to flip the sheet down to a drop roll, the machine carrying it forward



Hardie Semi-automatic Feeder.

and placing it to register. It will readily be seen that, being relieved of the tedious watching of sheets to get them down to the guides, the feeder will be able to greatly increase the speed of the press. An electrically operated bell, controlled by the action of the sheet, warns the operator when a sheet gets caught so that it does not get forward to the cylinder guides at the proper time, giving ample time to trip the cylinder and avoid inking the tympan. The company has prepared a pamphlet giving detailed description of this feeder and will be pleased to forward a copy upon application to the address given above.

The New Gray Typography.

Printers who keep up with the fashions are producing novel effects through appreciation of the pleasing and harmonious contrasts of gray with black. We have all appreciated the merit of harmonies of various tones of blue, or of brown, or of red in one composition; but it has only recently been seen that harmonies of tones of black are quite as effective, and much easier to obtain.

The materials now available provide the means of varying tones, whether of colors or of black, by one printing. One of the best examples of the harmony of black tones is found in the one-color pages of the *Ladies' Home Journal*, and recently the art supplement of the New York Sunday *Sun* has become strikingly effective by the same simple means.

The half-tone engravers have taken up the fashion, very effectively, gaining a two-color effect with one printing by the use of gray tones in the borders and decorations, thus bringing their pictures into better focus to the eyes, because the decorative features support the pictures instead of disputing with them for attention.

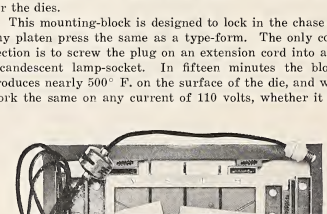
Quick to observe this trend of fashion, the American Type Founders Company has already supplied the printers with the necessary materials in its beautiful Cheltenham bold shaded, antique shaded, copperplate gothic shaded, floral decorators, Grecian shaded borders, gray open-square borders, diagonal shaded borders, lithotone brass rules, linear borders, gray borders Nos. 1 and 2, and other designs which are produced by alternate lines of black with white, producing a positive gray color. These are not in the complete specimen-book of the American Type Founders Company, but are shown in supplemental specimens which are obtainable at all the branches of that company.

These new designs should not be confused with the shaded types of a former period, in which knife-edge lines emasculated the designs, taking out nearly all the color. The new designs produce another tone of black, as decisively a gray (or subdued black) as if painted with a brush. The alternating black lines are strong and firm and wearable, and are supported all around with a strong contour line. To those who desire to give their customers printing in the latest good fashion, two-color effects at one printing in one grade of black ink, these new products of the American Type Founders Company are decidedly valuable.

The "Vanbosser"—Electrically Heated Mounting-block for Embossing and Ironing Dies.

The device bearing the name given above — the "Vanbosser" — is one that should find a ready reception in every printing-office. It is the result of years of observation and experimental work on the part of the inventor, H. E. Van Doren. Mr. Van Doren was formerly superintendent of several large plants, and while working in this capacity was constantly confronted with the problem of getting a really good job of embossing or ironing. He formed the opinion that what was needed was not more impression but more heat, and after spending considerable time experimenting at his own expense, proved that his theory was correct and designed the device here described and illustrated — the electrically heated mounting-block for the dies.

This mounting-block is designed to lock in the chase of any platen press the same as a type-form. The only connection is to screw the plug on an extension cord into any incandescent lamp-socket. In fifteen minutes the block produces nearly 500° F. on the surface of the die, and will work the same on any current of 110 volts, whether it be



The Vanbosser.

direct or alternating. The die can be placed in any position on the surface of the block, and the same uniform temperature will prevail.

Mr. Van Doren says that the heating element in this device has caused the most hard work and the application of many hours of diligent endeavor. The result, however, is that an element has been secured and is being used that

will positively stand up indefinitely under the terrific heat to which it is subjected.

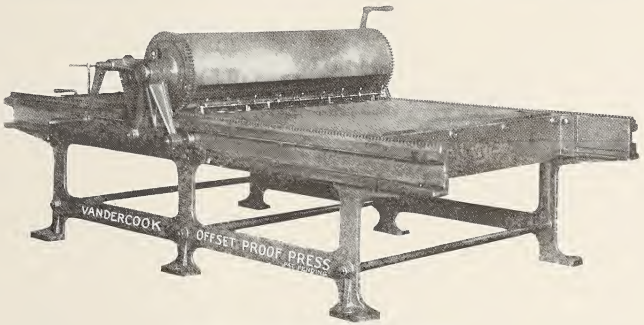
The die is mounted square-edged, not beveled, just as it comes from the die-sinker, at any angle, in about five minutes, so that it can not move; but the block is so arranged that, by means of a sharp-pointed screw which comes through a flange and travels in a keyway, engaging the die about one-sixteenth of an inch from the bottom, the pressman can move the die on the block without taking the form off the press.

Mr. Van Doren has announced that E. C. Sutcliffe, formerly of South Bend, Indiana, has joined him in the manufacture and marketing of this device, and that their success has been phenomenal. They are doing business under the firm name of The Vanbosser Manufacturing Company, at 26 East Woodbridge street, Detroit, Michigan.

that it could be used for certain branches of work that could not be handled on any other machine. The officers of the company concluded that if a machine of a size equal to the largest running presses could be built to do the same class of work as the smaller machine it would be a very valuable addition to their plant. Therefore they purchased from Mr. Vandercook the right to use his patents for the construction of this one machine and also got his views as to the necessary changes to meet the additional requirements.

After a thorough test of the first machine the officers of the Goes Lithographing Company say that the points of superiority are:

Absolute uniformity of impression. The weight of the cylinder is not the determining factor of rigidity and accuracy of impression. It is practically impossible for the



THE NEW VANDERCOOK OFFSET PROOF PRESS.

"Monitor Money Makers."

"Monitor Money Makers" is the title given a neatly arranged pamphlet, issued by the Latham Machinery Company, describing and illustrating the latest improved Monitor wire-stitchers and other bookbinders' machinery. This pamphlet shows only a few members of the "Monitor" family of binding machinery, but those shown are sufficient to convince any one requiring bindery equipment of the utility of the various machines which comprise the "Monitor" line, and of the advantages to be derived from their use. Copies of this pamphlet may be had on application to the company at 306 to 312 South Canal street, Chicago, Illinois.

The Offset Proof Press—Another Vandercook Product.

The rapid development of and general interest being taken in offset printing makes a description and illustration of the new Vandercook offset proof press especially timely. This press is the largest hand offset and transfer press ever built. It was designed by R. O. Vandercook and built, under special order for the Goes Lithographing Company, by Reichel & Drews, machinists, Chicago. It weighs over six thousand pounds, and will take a plate or stone 44 by 56 inches in size.

The Goes Lithographing Company put in a smaller Vandercook offset press, 25 by 38 inches in size, and found

cylinder or beds to deflect or give under the most severe strains of usage. Because of the construction of cylinder hangers and bearing wheels it is next to impossible for the cylinder or beds to vary the least in their relations, no matter how large or small the plate or stone may be or how rough the stock, or for any reason that may require different strains while operating.

Absolute register. When zinc or aluminum plates are used they are held in place on the bed by horizontal clamps, and therefore it is not necessary to bend the plate. The stock to be printed on is put to register by means of guides, screw set, and is held in position by grippers.

The mechanism which lifts the cylinder on its return is a very valuable basic patent on the machine. The cylinder automatically trips at either end of its travel or in the center of the press at the will of the operator. The two beds have a vertical adjustment to adapt them to accommodate any thickness of plate or stone. A large steel ball set in carefully machined slots, one half in the bed and one half in the side frame, prevents all horizontal or lateral movement of the beds while being adjusted, and at the same time permits a free vertical movement.

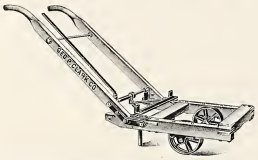
The first machine proved so precise, accurate and handy in its operation that the company has used it on regular short runs of expensive and intricate colorwork besides for furnishing customers with perfect proofs and much other

work that consumed considerable valuable time before the press was installed.

R. O. Vandercook, the inventor, is well known to the printing fraternity for the many improvements in the way of machinery he has given the trade. There is no doubt but that this new creation of his inventive genius will find a welcome and prove a valuable addition to the equipment of many plants. Mr. Vandercook's address is 559 West Lake street, Chicago, Illinois.

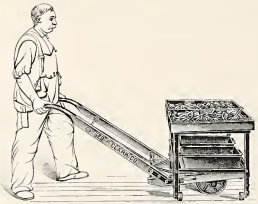
Light Type Two-wheel Transfer Truck.

The accompanying illustrations show two views of the light type two-wheel transfer truck recently perfected by the George P. Clark Company, of Windsor Locks, Connecticut. This truck is designed to handle loads weighing



The Clark Light Type Two-wheel Transfer Truck.

from 600 to 800 pounds, and should appeal to every manufacturer interested in the economical handling of his product, provided it can be handled in trays or boxes or will not slip easily, as in using the truck the platforms or trays are tipped back and forth slightly in elevating, which



The New Clark Truck in Use.

would cause material to slide. Simplicity, safety and ease of operation are combined with Clark durability in the manufacture of this truck. To operate, the truck is simply run under the load to be transported; bearing down on the handles elevates the load, after which it can be handled the same as with any hand truck. When the load is to be lowered, the operator lifts on the lever and pulls the truck out. It is possible to use this truck in very small space, as it can be turned in its own length, being mounted on two wheels. These trucks are made in three sizes. A copy of Bulletin L14, which gives a complete description of each size, will be sent to any one asking for it.

Increased Demand for Multiple-magazine Linotypes.

Six linotypes a day are being sold by the Mergenthaler Linotype Company. Most of the orders are for multiple-magazine machines. Quick-change Model 9 four-magazine linotypes and quick-change Model 8 three-magazine machines appear to be favorites, for even smaller-town book, job, and newspaper offices are installing them.

The Models 8 and 9, and all other multiple-magazine linotypes, have such remarkable advantages over single-magazine composing machines, there is little wonder that printers and publishers have been quick to realize the fact. Having a wide range of display faces on a composing machine (the Model 9 carries from eight to twelve faces) is an advantage for any printing-plant, especially when these various faces can be called into instant use from a standard keyboard of only ninety keys by simply turning a lever. But, in big job and publication offices where composition must go out on time, multiple-magazine linotypes have come to be an absolute necessity.

Much of the best composition in this as well as foreign countries is now being produced on linotypes. The quality of the linotype composition is of such high grade that leading advertisers are adopting it for many art catalogues, house organs, booklets, the better class of jobwork, etc. There are now nearly 1,200 different linotype matrices to make selections from.

WHY THE SOCIALIST PARTY IS GROWING.

Dedicated to the School of Journalism by Franklin P. Adams, in his "Always in Good Humor" column of the New York *Evening Mail*

"A story," the reporter said, "about commercial crime.
A merchant's been convicted of selling phony stuff.
The sentence is a thousand meg and seven years of time —"
"A hundred words," the city ed. replied, "will be enough."

"A story," the reporter said, "about a crimson dame
Just landed from the steamer, wearing slippers that are red.
She used to be the Dearest Friend of Emperor Wotsisname —"
"Three columns and a layout!" cried the eager city ed.

JOURNALISTIC.



Editor (of *Emu and Kangaroo Gazette*) — Here, you'll have to postpone Jones' death and put off the birth of Flannigan's twins till Saturday. There's a patent-medicine advertisement just come in! — *Sydney Bulletin.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY.

NEW YORK OFFICE: Tribune building, City Hall square.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.— To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.— Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.
ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

WANT ADVERTISEMENTS

Prices for this department: 40 cents for each ten words or less; minimum charge, 80 cents. Under "Situations Wanted," 25 cents for each ten words or less; minimum charge, 50 cents. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies free to classified advertisers.**

BUSINESS OPPORTUNITIES.

OFFICIAL NOTICE.

In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1914, are invited.

Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. bldg., Omaha, Neb., and will be submitted at the first meeting in 1914 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited.

J. C. ROOT,
JOHN T. YATES,
Supply Committee, Sovereign Camp, Woodmen of the World.
Omaha, Neb., Nov. 1, 1913.

BUSINESS FOR SALE — On account of advancing age, I am obliged to retire from business soon, and offer my printing-plant for sale; a well-equipped, medium-sized job office, with rubber-stamp equipment connected, doing a nice business in both lines without soliciting; a fine opening for a company of practical young men to secure an established business with work and money coming in from the start; located in a live manufacturing city of 100,000 in Ohio; reasonable price for cash. A 534.

A GILT-EDGE PROPOSITION IN THE PRINTING LINE — A first-class pressman with some money wishes to join with one or two good printers in starting a print-shop about 80 miles from Chicago; $12,000 to $15,000 can easily be cleared annually; it will take about $12,000; with what I have to get going, this certainly will be a money-maker. A 549.

FOR SALE — Commercial job-printing office, 3 job presses with individual motors, 3 cabinets with latest faces of type, rubber-stamp outfit for making rubber stamps, other necessities for first-class office; for sale cheap to quick buyer. Address E. A. BUNN, 519 Middle st., Portsmouth, Va.

GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

FOR SALE — Going printing-plant; must be sold; doing good business without promotion; could easily be doubled; modern plant and modern methods; inventory $10,000; long lease and good location in manufacturing city in Middle West. A 541.

WANTED —A young man with experience and some money to get into the newspaper and job business; great opening; don't delay; experience and ability more necessary than money. Address W. B. FARVER, Lyons, Iowa.

BOOK PUBLISHING BUSINESS FOR SALE; established six years in New York city; has paid from $2,000 to $6,000 annual profit; any good printer can run it; don't answer unless you have $2,000 cash. A 545.

OPPORTUNITY FOR ENERGETIC MAN familiar with commercial and operating ends of color-printing business to get working interest in long-established plant. A 551.

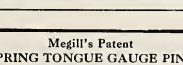
INKMAKER — Practical man wants to connect with capital to establish plant in West or Southwest. A 537.

ENGRAVING METHODS.

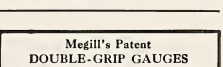
ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

PRINTING MACHINERY FOR SALE — 39 by 53 Miehle press, 35 by 47 Whitlock press, Model 5 linotype with 3 magazines, Brown "Togo" folder, Brown and Carver 38-inch power paper-cutter, Boston stitcher, Tatum power punch, Rosback perforator, bindery machinery, type, cases, stands, stones and lot of miscellaneous goods; also about a dozen electrical motors, 220 volts d. c. in sizes ¼ h.-p. to 5 h.-p.; will sell all or any part; low prices to close out. A 535.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues

QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues

VISE GRIP

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number worn name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

REBUILT — absolute guarantee — Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 23 by 30, front fly, cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper-cutters, 23 to 48 inch; wire-stitching perforating, slitting, scoring, bronzing, punching machines; send for illustrated list. RICHARD PRESTON, 167 E. Oliver, Boston.

REBUILT — Guaranteed satisfactory to purchaser — Huber four-roller, 46 by 60 bed, $1,100; 37 by 52 bed, $1,000; Campbell job and book presses, 41 by 60 bed, $700; 37 by 52 bed, $650; 34 by 50 bed, $500; f.o.b. New York. C. FRANK BOUGHTON, SUCCESSOR TO VAN ALLENS & BOUGHTON, 17-23 Rose st., New York city.

FOR SALE — One 15 by 18 Harris press complete, with extra color attachment, numbering machine, and direct belted motor; warranted complete and in good working order; can be shown in operation; price, $650, where it stands. WHITLOCK PRINTING PRESS MFG. CO., 1319 Flatiron bldg., Broadway and 23d st., New York.

FOR SALE — 1 No. 134 Brown catalogue and book folder, 25 by 38; folds down to 9 by 12 on 16-page forms and 12 by 18 on 32-page forms; every automatic attachment essential to good work; has not had to exceed two months' steady use, and is practically as good as new; full particulars on application. A 548.

FOR SALE — 1 Victor steel die embossing press, 1 12 by 18 Prouty press, 2 10 by 15 Peerless presses, 1 30-inch Multiplex punching machine, 2 18-inch Multiplex punching machines. HAMMAR MFG. CO., 17 S. Market st., Chicago, Ill.

ONLY $500 — 2 Perfecting 2-revolution presses — one 30 by 42 inch Cottrell, and one 42 by 62 inch No. 4 Huber; both in good condition. GIBBS-BROWER CO., 261 Broadway, New York city.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. THE ROYAL PRINT & LITHO., Ltd., Halifax, N. S., Canada.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPEWRITER COMPANY (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — 3 Williams web feeders for platen printing-presses; were never in use and can be bought cheap. DIETZ MACHINE WORKS, 126 W. Fontaine st., Philadelphia, Pa.

FOR SALE — Latest model Unitype typesetting machine with newest attachments; bargain to quick buyer. THE PETERS PUBLISHING & PRINTING CO., Baltimore, Md.

FOR SALE, CHEAP — One 32 by 48 inch Emmerich & Vonderlehr bronzing machine, also a 36 by 48 inch Fuehs & Lang Century bronzing machine. M 518.

FOR SALE — Two Model 3 Canadian linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

LINOTYPE — One Model No. 3, excellent condition; extra sets of matrices, liners and ejector-blades. EDDY PRESS ORPORATION, Cumberland, Md.

FOR SALE — One R. Hoe & Co. pony press, size of bed 16 by 21; for further particulars write to H. O. SHEPARD CO., 632 S. Sherman st., Chicago, Ill.

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

LINOTYPES — 2 Model 9, in first-class condition, very little used. STEPHEN GREENE COMPANY, 16th and Arch sts., Philadelphia, Pa.

LINOTYPES — 2 Model No. 1, good condition; each equipped with two sets of German matrices. THE ABENDPOST CO., Chicago, Ill.

THOMPSON TYPECASTER — with three full fonts of matrices. SMITH-GRIEVES TYPESETTING CO., Kansas City, Mo.

LINOTYPE — Model 8, with three fonts of matrices; in use only one year. LANCASTER INTELLIGENCER, Lancaster, Pa.

FOR SALE — One Canadian linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

LINOTYPES — 4 Model No. 3, with 22 fonts of matrices. THOS. P. HENRY LINOTYPING CO., Detroit, Mich.

LINOTYPE — Model 1, with one magazine and one font of matrices. THE J. B. SAVAGE CO., Cleveland, Ohio.

FOR SALE CHEAP — All-size Scott rotary press in good condition. GREELEY PRINTERY, St. Louis, Mo.

THOMPSON TYPECASTER and accessories. E. W. STEPHENS PUBLISHING CO., Columbia, Mo.

LINOTYPE FOR SALE — Canadian Model 1. J. J. HARPELL, Board of Trade bldg., Montreal, Quebec.

LINOTYPE — Model No. 2, with 16 sets of matrices. THE CARGILL COMPANY, Grand Rapids, Mich.

LINOTYPE — Model 5, with one set of matrices. L'ACTION SOCIALE, Quebec, Que., Canada.

LINOTYPE — Model 5 with 2 magazines. JACKSON & BELL CO., Wilmington, N. C.

HELP WANTED.

Agents.

CAPABLE AND WELL INTRODUCED AGENT WANTED by largest European factory for rotary printing machines; German preferred. A 532.

Compositors.

WANTED — Young man with some experience setting type, to complete trade in up-to-date moderate sized office handling best grade of work; must be of good habits, quick to learn and steady; give particulars and references. Address A 552.

Engravers.

WANTED — A man thoroughly capable to handle an engraving plant; must know the engraving business from the business viewpoint as well as the practical side of it; splendid position for the right man. A 542.

PHOTOENGRAVERS, wood engravers, artists, who want open-shop positions in best shops in country write to EMPLOYING PHOTOENGRAVERS' ASSOCIATION, 1202 Citizens bldg., Cleveland, Ohio.

Foremen.

COMPOSING-ROOM FOREMAN — Must be experienced in producing large quantities of high-grade work and capable of organizing force so as to attain to the highest degree of efficiency; able to lay out high-class work and push same through with dispatch; must be a hustler and make others hustle; abstainer preferred; give full particulars in first letter. A 539.

COMPOSING-ROOM FOREMAN with plenty of push and intelligence, who is not afraid to work, for large and fastest growing job and specialty plant in Milwaukee; $1,000 to $2,000 required; rare opportunity that bears close investigation. Address A. STEINER, 644 Hackett ave., Milwaukee, Wis.

Machinists and Operators.

WANTED — Linotype operator who can work on French manuscripts; wages $29 a week. Address L'ECHO DE L'OUEST, 620 Clay st., San Francisco, Cal.

Managers.

WANTED — Manager-solicitor, one competent to take charge of job and bindery business run in connection with daily paper; must be a business-getter, good estimator and able to handle the work economically; all-around bookbinder preferred; state experience, wages, and when you can come in first letter. GAZETTE, Green Bay, Wis.

Pressmen.

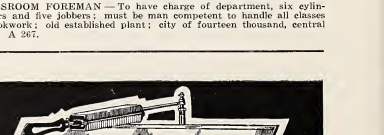
PRESSROOM FOREMAN — To have charge of department, six cylinders and five jobbers; must be man competent to handle all classes of bookwork; old established plant; city of fourteen thousand, central West. A 267.

Che Ries Knife Sharpener

WILL KEEP YOUR CUTTER KNIVES SHARP

Ask Your Jobber or send for Circular

SACKSTEDER BROS., Mfgs., TIFFIN, OHIO



WANTED — A man who thoroughly understands Gordon pressework; steady employment to a good workman. CASTLE-PIERCE PRINTING CO., Oshkosh, Wisconsin.

Salesmen.

REPRESENTATIVES FOR HEAVY MACHINERY, ETC., $1,800 to $2,500; applications only considered which state age, experience, present salary, reasons for changing, references. A 254.

Superintendents.

WANTED — Superintendent for large Middle West printing establishment; must have experience in full line of general printing, bindery, lithographing and composing machines; a growing position for the right party; give full information, salary, reference and age. A 550.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, bell announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

TO LEARN EASE AND SPEED on the linotype, get Piekert's Linotype Charts; price 15 cents. Address THE DIAGRAM SCHOOL, 5437 S. Halsted st., Chicago, Ill.

SITUATIONS WANTED.

All-around Men.

ALL-AROUND PRINTER — Cylinder, type, folder, Gordon, cutter; 20 years' experience. A 378.

Artists.

ARTIST — A high-grade capable young man who has had 10 years' experience as a newspaper and commercial artist and whose work has been of such individual excellence as to be accepted by the magazines and book publishing houses, desires an opening in a good commercial or advertising concern; prefers financial interest; possesses executive ability; capable of taking charge of art department; man of good personality; leads a clean life; endorsed by man of known reputation. A 543.

Bookbinders.

SITUATION WANTED AS BINDERY FOREMAN; practical in all lines of blank, commercial and edition work; understands the management of help and work; can handle machinery to the best advantage, and get results; married; steady; reliable; unquestionable references. Address BUSINESS, 2016 Scott st., Covington, Ky.

BINDERY FOREMAN with good executive ability, experienced in blank-book, loose-leaf, edition, commercial and jobwork, familiar with machinery, wants position. A 165.

ALL-AROUND FOLDER OPERATOR — Dexter, Brown, Fuller, Chambers, Hall. A 379.

Folding Boxes.

FOLDING PAPER BOXES — Superintendent, experienced and capable manager, familiar with all the branches of the business, now employed in similar position by large plant, desires permanent position in Western States; write for particulars. A 531.

Foremen.

PRINTER — Young man, twenty-nine, wants position as compositor in job or private plant, or working foreman; thoroughly understands everything in medium-size shop; had six years' experience in own plant and ten years in business; experienced in office composition, presses, stock, etc.; reliable. A 167.

Machinists and Operators.

GERMAN-ENGLISH LINOTYPE OPERATOR — 4 years' experience, most of the time on No. 5, but also on No. 1 and No. 3; quick on case and stone; speed up to 4,200 ems per hour in German and up to 6,500 in English; please state local scale; prefer Western States; union. A 540.

Managers.

MANAGER — Young man, 22 years old, wants position as manager of medium-size modern printing-plant, or assistant manager of large plant; several years' experience; knows all departments of the work; can estimate on all kinds jobwork; excellent references. A 546.

Miscellaneous.

SITUATION WANTED — Young man, 8 years in printing-office, cost, order, estimating, etc.; can interview customers and handle jobs; employed at present, but desires to make a change; A-1 references. A 538.

Photographers.

POSITION WANTED BY A FIRST-CLASS COMMERCIAL PHOTOGRAPHER; ten years' experience; good knowledge of technical and industrial subjects; competent to take full charge of all work pertaining to photography. A 544.

Pressmen.

PRINTING-PRESS ERECTOR — Competent man at present employed as road erector would like to make change and can give best of reasons for doing so; any proposition will be considered. A 533.

PRESSMAN — A-1 cylinder; ten years' experience on high-grade work; married; union; sober and reliable; address, stating particulars, CHAS. FRIEDLUND, 1073 Main st., Dubuque, Iowa.

SITUATION WANTED by platen pressman; 11 years' experience; competent to handle 5 or 6 Gordons; references. FRANK HALASEK, 2219 So. 14th st., Omaha, Neb.

PRESSROOM FOREMAN would like to secure position with reliable house; 15 years' experience; can execute all grades of presswork; correspondence solicited. A 528.

SITUATION WANTED by first-class cylinder and platen pressman; union; married. A 514.

Proofreaders.

PROOFREADER, job, magazine, $20. C. Williams, Vinton Row, West Park, Ohio.

Salesmen.

PRINTING SALESMAN wants to connect with service department; layouts and dummies planned, copy prepared if necessary. A 553.

Superintendents.

SUPERINTENDENT, capable of doing the estimating and directing the output of a large printing-plant, is open for engagement. A 547.

WANTED TO PURCHASE.

WANTED TO PURCHASE — Would like to purchase large wood type suitable for show printing; rock-bottom price for 50-line to 24-inch. JOHN DOPF, Berlin, Ont.

WANTED — Secondhand stereo outfit for casting flat plates for 7-column page; send particulars to DAILY STAR, Soo, Canada.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-14

Brass Type Founders.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Casemaking and Embossing.

SHEPARD, THE H. O., COMPANY, 632 Sherman st., Chicago. Write for estimates. 1-14

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chase for job and cylinder presses. 7-14

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, main office, 101-111 Fairmont av., Jersey City; 116 Nassau st., New York; 610 Federal st., Chicago; 3 Pemberton Row, London, E. C., England. Satin-finish plates. 6-14

NATIONAL STEEL & COPPER PLATE COMPANY, 452 South Dearborn st., Chicago, Ill.; 220 Tanffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-14

Counting Machines.

AMERICAN TYPE FOUNDERS CO. — See Typefounders.

Manufacturers' Opportunity in AUSTRALIA

Alex. Cowan & Sons, Ltd., Melbourne, Sydney and Adelaide (Australia), and Wellington (New Zealand), established in Australia in 1853, merchants in printing machinery and materials and type, in which their sales are more extensive than those of any other firm in Australasia, are prepared to act as agents for everything with merit that is salable in printing-plants. Have fifty traveling salesmen, covering the whole of Australia, and agencies in Brisbane and Perth. Carry large stocks in all above cities. *Address communications to Resident Correspondent at his residence, 18 Shephard Avenue, Newark, N. J.; telephone, Waverly 3069.*

Electrotypers' and Stereotypers' Machinery.

WILLIAMS-LLOYD MACHINERY COMPANY, offices and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Company, Boston-New York. 2-14

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-14

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park Row, New York. Send for catalogue. 1-14

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

STEARNS, HOWARD CO., 732 Federal st., Chicago. Embossing dies for catalogue covers and labels; book stamps; hot plate embossing. Write for our samples. 11-14

BRASS EMBOSSING DIES, all kinds. OSCAR FISCHER & CO., 638 Federal st., Chicago. 10-14

Guaranteed Flat Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed flat gummed papers in the sheet and in the roll. Chicago office, 452 Monadnock bldg. 2-14

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 8-14

Hot-die Embossing.

HOT EMBOSSING for catalogues, booklets, covers, show-cards, advertising specialties. OSCAR FISCHER & CO., 638 Federal st., Chicago. 10-14

Job Printing Presses.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Mechanical Engineers.

DEPENDABLE MACHINERY designed to meet your individual requirements. DONALD W. COY, Mechanical Engineer, 527 Manhattan bldg., Chicago. Telephone Harrison 1569. 1-14

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-14

Numbering Machines for Printing Presses.

WETTER NUMBERING MACHINE CO., 335 Classon av., Brooklyn, N. Y. Special machines for rotary presses of any make. Prices that talk. 1-14

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paper Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown & Carver and Ontario. 4-14

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Photoengravers' Machinery and Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, headquarters for photoengravers' supplies. Office and salesrooms, 638 Federal st., Chicago. Eastern representatives: United Printing Machinery Co., Boston-New York. 2-14

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park Row, New York. Send for catalogue. 1-14

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 E. Second st., Cincinnati, Ohio. 10-14

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 8-14

Presses.

C. FRANK BOUGHTON, 17-23 Rose st., New York, successor to Van Allens & Boughton. Rebuilt presses of all makes; guaranteed as represented when erected on your floor. 10-14

GOSS PRINTING PRESS COMPANY, 16th st. and Ashland av., Chicago, manufacturers newspaper perfecting presses and special rotary printing machinery. 1-14

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-14

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-14

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-14

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

Allied Firm:

Bingham & Runge, East 12th st. and Powers av., Cleveland, Ohio. 10-14

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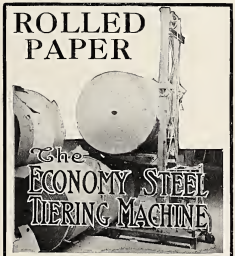
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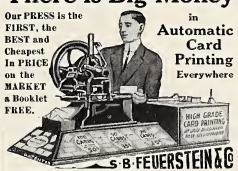
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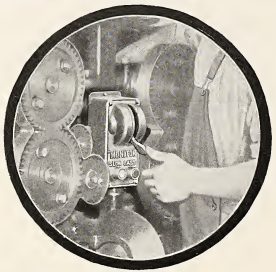
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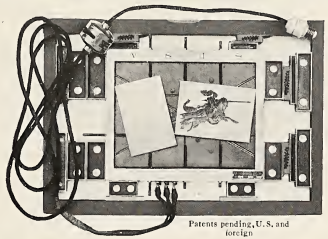
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Such a terrific heat is produced that pressure as is used on an ordinary type form is all that is necessary.

Two separate degrees of heat furnished.

No beveling of brass dies or mounting on metal base is necessary; all this additional expense eliminated.



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Gang work easily and quickly handled.

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Montreal *Mail*.
Montreal *Telegraph*.
San Francisco *Chronicle*.
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Mechanical Chalk Relief Overlays
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TRIUMPH MOTORS

are built from the very best material, with the best skilled labor. Every part is inspected, tested and guaranteed to be right.

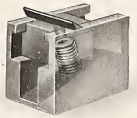
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Our plan will solve the cost of installation to your liking.

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It prevents packing from softening and allows an indefinite number of impressions.
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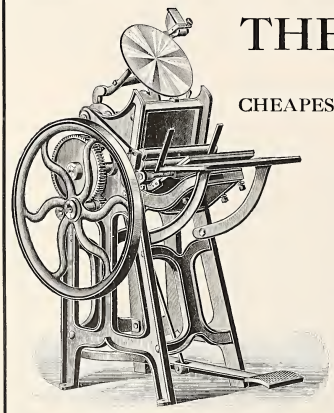
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CHEAPEST AND BEST PRESS IN THE WORLD

CHASE 7 x 11 INCHES



Fills the Demand for a Good, Small Jobber at Low Price
One or More Needed in Every Office

RUNS LIKE LIGHTNING. Does excellent work. Costs little to buy and little to run. Easy by foot or with one-quarter horse-power.

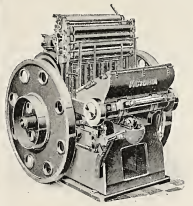
This beautiful machine is the invention of the famous designer of printing-presses, George W. Prouty.

Our Company acquired Mr. Prouty's rights at large cost, and has given the public an excellent little Prouty Jobber at the lowest price ever offered on a good machine.

The engraving explains itself. The design is beautifully simple. A rocking platen, rigidly constructed, carried by compound leverage, with dwell on impression, quick return, and a rest for feeding. No throw-off is needed, running is so light and control is so easy. Very still running. No side arms to obstruct work.

Price, $60, F. O. B. Meriden, boxed and shipped to any address, and fully warranted. Ink fountain, if desired, $10. Weight, boxed, 500 pounds. Correspondence solicited.

Manufactured by **THE KELSEY PRESS COMPANY**
MERIDEN, CONNECTICUT, U. S. A.



If You Purchase a Victoria

You can depend upon buying the most improved platen press for the finest quality printing. The ink distribution is equal to a cylinder press.

No other make can supply you the *Victoria Patented Features*, like camless roller movement, friction clutch drive, automatic hand guard, adjustable bearers, etc., etc.

Investigate and save disappointments.

VICTORIA PRESS MFG. COMPANY

FRANK NOSSEL — 38 PARK ROW, NEW YORK

Tympan Gauge Square

FOR QUICKLY AND ACCURATELY PLACING THE GAUGE PINS ON A PLATEN PRESS.

Made of transparent celluloid, ruled in picas. Size, 3¾ x 8¼ inches.

By placing the square over the impression of the job on the tympan in the proper position, and marking with a pencil along the left and lower edges, the gauges can be placed correctly at once. Will save its cost in one day's use.

Twenty-five cents, postpaid to any address.

THE INLAND PRINTER CO.

632 SHERMAN STREET - - - - CHICAGO

The British Printer

Is Familiarly Known as

"Our National Trade Journal"

By Its British Readers

Subscribers to the British Printer are also found in the best printing establishments of the United States, in Canada, or the Continent of Europe and in every British Colony.

The British Printer is a purely technical journal. Every department covered by experts. Always pictorial, illustrating modern methods of reproduction.

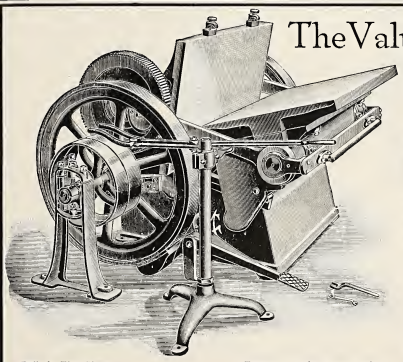
Published bi-monthly, $2.00 per annum, post free.

Specimen copy 35c; by mail 40c.

American Agents:

THE INLAND PRINTER COMPANY

632 South Sherman Street — Chicago, Illinois



The Value of a Press Depends Upon the Character of Its Work

and printers, specialty printers and boxmakers know just what The Gally Universal Cutting and Creasing Presses stand for.

When you buy a "Universal" you add to your equipment an asset that will not continually stare at you as an "eye-sore," but an investment that will produce high-class work every day in the year.

The Gally Universal Cutting and Creasing Presses

the best known for satisfactory services.

Our presses embody all of the features recognized as necessary to perfect printing-press construction, results, etc., and are made with sufficient strength to withstand long and powerful service; therefore, if you are on the market for perfect cutting and creasing on any stock the GALLY will answer the call.

Built in Five Sizes — From 20 x 30 in. to 30 x 44 in.

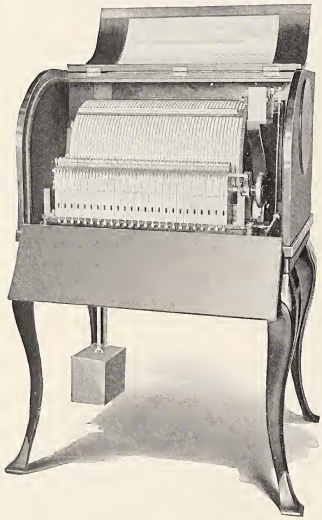
We manufacture many other presses, fully described in an interesting catalogue which will be promptly forwarded upon request

The National Machine Company, Manufacturers, Hartford, Connecticut

Sole Canadian Agents—MILLER & RICHARD, Toronto and Winnipeg

INTRODUCTION

¶ After many years of careful *study* and *observation*, followed by successful installations of our machine, we are now prepared to introduce to the printing industries the most wonderful machine of the age.



¶ No Cost Department is complete without this device.

¶ It reveals losses of time which the most perfect cost system yet devised fails to detect.

The Printer's Watch-Dog

¶ This recording machine tells graphically what each press or machine is accomplishing and totals the result in hours and minutes. Therefore, the

NATIONAL MACHINE RECORDER

is the accurate watch-dog of the movements of every press or machine; tells you how many machines are producing, or idle; in fact, "what's doing."

¶ This mechanical recorder is intended to safeguard the employing printer with the knowledge of cost of actual production, will assist the employee in measuring his individual production, and is therefore destined to be an indispensable investment—better still,

The Printer's One Best Asset

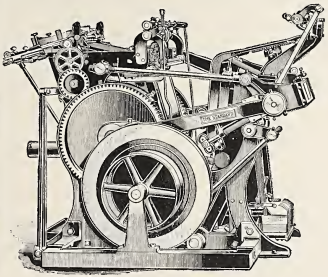
¶ Send for a copy of a booklet that will tell all about "THE MACHINE THAT INCREASES YOUR PRODUCTION," our plan of installation, etc.

ILLINOIS MACHINE RECORDER CO.

1701-1703 S. CLARK ST., CHICAGO, ILL.

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME



The Standard in Your Plant Means Profits the Whole Year 'Round

There is but one size and style of the STANDARD HIGH SPEED AUTOMATIC JOB PRESS—built to do 90% of the commercial work of the Job Printing Department, and on this one press can be profitably printed the small job or the big job—the long run or the short run, just as they come

YOU DO NOT need to select the jobwork to keep the STANDARD busy

YOU DO NOT need to figure what size press to print the job on

YOU DO NOT have to worry about securing jobwork to keep a certain class of presses busy

Just take the commercial job work as it comes in and put it on the STANDARD—and keep it busy

Wood & Nathan Company

SOLE SELLING AGENT

Standard High Speed Automatic Job Press

1 MADISON AVE., NEW YORK CITY

It is the busy press that makes the profits—and the wide range of jobwork that can be handled makes it possible to keep the STANDARD JOB PRESS busy the whole year 'round

Dealers You Ought to Know

This Directory is in the interest of Printers' Supply Houses, Paper-Dealers, Engravers, Electrotypers, Lithographers, Linotype and Monotype Composition, Motor Power and Secondhand Machinery, etc., and represents Near-by Dealers not usually advertisers.

Your Near-by Dealers Can Serve You Quickly.

Subscribers will find this Directory a great convenience in placing orders with near-by dealers. Should any article be desired not herein advertised, The Inland Printer will be pleased to furnish special information or advise manufacturers of such requirements.

ILLINOIS

GLOBE TYPE FOUNDRY

Don't Buy Solid Quads
ECONOMY QUADS
SAVE 25 PER CENT

In Weight
In Time
In Labor
In Trouble

PAT'D OCT. 25 '10



Always INSIST on your Dealer supplying ECONOMY QUADS
SAMPLE FREE
958 Harrison St., Chicago

Mashek Form Truck

A patented and convenient portable truck for handling of large forms to prevent risk of piling

Send for list of printers now using the Mashek Form Truck

Mashek Manufacturing Co.
1616 W. Lake Street — Chicago, Illinois

American Printers' Roller Company

American Quality Rollers
Make-Ready Paste
Flexible Glues

102-108 S. Clinton St., Chicago
Phone: Main 4100

HAVE YOUR CUTS MADE THE HAWTIN WAY — ARTISTS ENGRAVERS

HAWTIN ENGRAVING CO.
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Mendelson Bros. Paper Stock Co.

Wholesale dealers in various grades of Waste Paper

General offices and warehouse
1015-23 So. State Street — Chicago
Telephone Harrison 2840

Blomgren Bros. & Co.

DESIGNERS
ENGRAVERS
ELECTROTYPERS

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700 STOCK CUTS

in one and two colors, shown in the 6 HERRICK CUT BOOKS, which will be sent business firms for $1.75 and money back on first order of $5.00 or more. Good cuts for blotters, folders, etc.

THE HERRICK PRESS, Chicago
Drawings of all kinds.

Partridge & Anderson Co.

Designers, Electrotypers
Engravers, Stereotypers

100-116 N. Fifth Avenue — Chicago
C. S. Partridge, President
Phones: Main 197, 198, 199. Auto. 31-757, 31-758

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Standard Colors—Job Inks—Half-tone and Book Blacks—Special Colors Matched—*Prompt*—Prices *Right.*

Caxton Printing Ink & Color Company
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Designers — Engravers

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Something Entirely Novel

Reliance 16½ in.

Paper Cutter

Cuts and squares 16½ inches. Price, $55.

Printers' Machine Works
Manufacturers
219 S. Clinton St., Chicago



$25 to $35 Yearly

ABULAR equipment for rule-and-figure and blank work on standard Linotypes, with all matrices.

Lino-Tabler Co., Chicago
New York, Toronto
These slugs FREE to trade plants

THE LINOTYPE AND MACHINE COMPANY

For snappy, clear and beautiful Offset Printing in one or more colors, go to

The Sammers Schilling Company

Offset Printers — Artists — Engravers

732 S. Sherman Street, Chicago

The Henry O. Shepard Co. PRINTERS

This magazine is a specimen of our work

632 SHERMAN ST., CHICAGO, ILL.

Cline-Westinghouse Motor Equipments

Used by the best known printers. Cline Standard Linotype and Intertype Motor Drive—Efficient—Noiseless. Hundreds in use. Now $65.00.

Cline Electric Manufacturing Co.
Phone: Harrison 8220
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Grinders and Cutting-room Specialties

We sell to printers, lithographers and related trades and satisfy them, because of a knowledge of what is required. Our personal service makes customers satisfied. Our specialties: cutting sticks (all sizes); K. K. knife lubricator, takes place of oil and soap; K. K. paper-slip powder, better than soapstone. Also expert knifegrinders.

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For all purposes

Joseph E. Smyth Co., 638 Federal St. Chicago

Correspondence solicited.

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TELEPHONES RANDOLPH 835-836

WM. FREUND & SONS

STEEL AND COPPER PLATE
ENGRAVERS of PRINTERS
STEEL DIE EMBOSSERS

WEDDING INVITATIONS BOOK PLATES
VISITING CARDS CLUB CARDS
DANCE PROGRAMS CLUB INVITATIONS
BUSINESS STATIONERY ETC. ETC.

16-20 E. RANDOLPH ST. CHICAGO

Manz Engraving Co.

Chicago

Works: 4015 Ravenswood Ave.
Sales office: 22 W. Monroe Street

Specialties: Lead mold steel-face electrotypes; color plates in Ben Day process; color plates in three-color process; color plates in quadruple-color process. Artists and designers for illustrations and covers. Half-tones and zinc etchings of quality. *Correspondence solicited.*

William Thomson Printers Machinery Co.
426 South Dearborn Street, Chicago

We are carrying in stock a full line of "Colt's Armory" and "Laureate" Presses and parts; also a complete line H. C. Hansen Type Foundry's Supplies, including Type, Rules, Borders, etc., and also carrying a complete line of Sam'l C. Tatum's Drilling, Punching and Perforating Machines. We are in a position to furnish all supplies used by Printers, Bookmakers and Embossers.

We have a store that will interest up-to-date printers, embossers and paper box manufacturers. Call and see us.

MASSACHUSETTS

Plymouth Paper Company

Holyoke, Mass.



Bonds and Ledger Papers
All Grades Bristol Boards.

Write for samples

"BANNER BLACK" INK

Made ONLY By

Diamond Printing Ink Works

Detroit, Michigan

A jet black Printing Ink, that does not dry on rollers or ink-plate. Easy working on all kinds of stock. Does not skin or lump in the can. Price $1.00 per pound net.

Sample Can for trial, 30 cents postpaid.

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CAPPER ENGRAVING COMPANY

ARTISTS ENGRAVERS COLOR PLATE MAKERS

817-819 BROADWAY KANSAS CITY, MO.

Murray Machinery Co.

Kansas City, Mo.

Manufacturers of all kinds of Electrotype, Stereotype and Etching Machinery.

Also

The Famous Pioneer Steam Generator (for gas or coal) for steam or wax tables.

Smith-Grieves Company

716 Baltimore, Kansas City

Linotypers Typecasters Make-ups

We will set and make up all kinds of composition. Recast your old type into new faces. We will handle the job too large for your composing-room at a profit to you.



Tension and metal clasp envelopes and other special size envelopes manufactured for the trade. Advertising stickers, trading stamps in all colors and shapes.

ST. LOUIS STICKER CO.

105 Pine St., St. Louis, Mo.

We produce every style of engraving for making catalogues and advertising attractive.

Let us tell you more about why

Sanders' Engravings

have the greatest selling qualities.

221 Olive Street, Saint Louis, Missouri

NEW JERSEY

GEO. W. SWIFT, Jr.

Bordentown, N. J.

Designer and Manufacturer

of special machinery for printing and producing paper products.

What do you need to increase your production and reduce your cost?

We Can Make It.



Rubber Stamps for the Trade

Catalogue on request.

No trouble — Clean Sales — Large Profits

Barton Mfg. Company

369 Broadway

New York, N. Y.

NEW YORK

EASTERN BRASS & WOOD TYPE CO.

Manufacturers of

BRASS AND WOOD TYPE

Send for Catalogue and Special Prices

WOODHAVEN, N. Y.

Linotype Instruction

Established 1906; seven Mergenthaler Linotypes; 150 students yearly. Day classes: four weeks, $35; six weeks, $50; twelve weeks, $80. Evening classes: eighteen weeks, $60. Terms $5.00 weekly; longer hours; more favorable conditions; large employment bureau. Call or write before deciding on a school.

Empire Mergenthaler Linotype School

419 First Avenue (near 24th St.), New York City

Phone 3283 Beekman

New York Machinery Co.

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Machinery and Supplies for Printers, Electrotypers, Stereotypers and Photoengravers.

101 Beekman St. New York City

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Designing, Engraving and Electrotyping

Downtown plant, 21 and 23 Barclay Street to 26 and 28 Park Place.
Phone: 7141 Barclay

Uptown plant, 207-217 West Twenty-fifth Street, New York.
Phone: 1196 Chelsea

Adjustable Hand Type Mold

An Emergency Sorts Caster Casts matrix from type and type from the matrix. Successfully demonstrated at The Printers Exhibition, New York City, April, 1915. Circular on Application

ARTHUR S. TAYLOR, 63 Main St., Yonkers, N. Y.

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The Rudolph Sattler Co.

220 E. Fourth St., Cincinnati, Ohio

Steel Engraved Letter-heads, Wedding Invitations, Calling Cards, Business Cards and Monogram Stationery

To the Trade

THE COMPLETE ESTABLISHMENT

ARTISTS ENGRAVERS ELECTROTYPERS

WOOD ENGRAVERS WAX ENGRAVERS NICKELTYPERS

ECLIPSE ELECTROTYPE & ENGRAVING CO.

2041 EAST 3RD ST. CLEVELAND

Linotype Composition and Electrotyping

We are well equipped to speedily handle very large contracts.

The Columbus Lino-Electro Company

79 East Spring St., Columbus, Ohio

PENNSYLVANIA

DESIGNERS ILLUSTRATORS ENGRAVERS

FOR PHOTO-LINE AND COLORS

GATCHEL & MANNING

INCORPORATED

PHILADELPHIA

AUTOMATIC STEEL DIE STAMPING PRESSES

We manufacture the LITTLE GIANT PRESS

Has stood the test for years. Also Hand Stamping Presses—Supplies of a kinds for Power and Hand Stamping Presses.

Hawkins-Wilson Co.

714 Sansom Street Philadelphia, Pa.

Commercial Art

FOR THE TRADE

DESIGNING, ILLUSTRATING, PHOTO-RETOUCHING, BIRD'S-EYE VIEWS

A Complete Art Department at Your Service.

Correspondence solicited

The H. G. Lotz Co., 411 Walnut St., Phila.

Printing and Embossing Dies

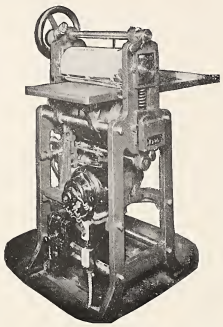
Brass, Steel, Zinc

First-class Workmanship

WM. R. YOUNG

121-123 N. Sixth St., Philadelphia, Pa.

Uncle Sam's Verdict



The United States Bureau of Engraving and Printing recently bought 250 plate presses for printing paper money. The successful bidder offered to furnish these presses at the same price, whether equipped with Crocker-Wheeler motors or machines of another well-known make.

The government experts, without hesitation, chose Crocker-Wheeler apparatus.

There must have been a reason.

Perhaps they remembered that *over five hundred* Crocker-Wheeler motors have already been giving satisfactory service for several years in the government printing-plant at Washington, D. C.

If these facts interest you, let us know the type of current at your disposal, and we will send you illustrated booklet describing the motors suitable for your service.

Crocker-Wheeler Company

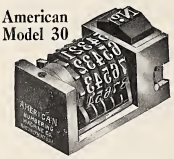
Offices at

Ampere, N. J.	Cleveland	New Haven
Baltimore	Denver	New York
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Member Society for Electrical Development

"Do It Electrically"

American Model 30



№ 12345

Impression of Figures

BEST MACHINE LOWEST PRICE

A perfect mechanism of the very highest grade possible. Steel throughout. Every machine tested in a printing-press and guaranteed accurate.

Price 5 wheels **5.00** Price 6 wheels **6.00**

For sale by dealers everywhere.

American Numbering Machine Co.

224 and 226 Shepherd Avenue, Brooklyn, New York
119 West Madison Street, Chicago, Ill.
2 Cooper Street, Manchester, England

Far in Advance of the Times

A prominent subscriber of this publication, a large dealer in New York City, in a letter dated July 25, uses the following language:

"I have heard it said on several occasions that INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—was undoubtedly the best magazine, but that it was ahead of the times. That was some time ago. Now I believe that business men have reached the point where they appreciate a publication of that kind."

Prosperous dealers and subscribers demand "boiled down" reading matter, free from piffle, birthday announcements, etc. The text matter must be of interest, up to date, right to the point, else they will not read.

Send for sample copy if you do not know INLAND STATIONER—BUSINESS EQUIPMENT JOURNAL—and be convinced of its high character.

Inland Stationer

Business Equipment Journal

632 Sherman Street, Chicago

Samuel T. Freeman & Co., Auctioneers

ESTABLISHED NOV. 12, 1805

1519-21 Chestnut Street - - Philadelphia, Pa.

EXECUTOR'S SALE

Estate of Thomas Fitzgerald, Deceased

VALUABLE FRANCHISES PLANT

OF

"The Philadelphia Item"

N. W. Cor. 7th and Ranstead Sts., No. 28 S. 7th St., Philadelphia, Pa.

On Monday, January 12, 1914, at 10 A. M.

On the Premises

The sale comprises the Entire Plant of The Item, which is a thoroughly equipped newspaper plant. There are 5 Hoe & Co. Newspaper Presses, in good condition, 12 Linotype Machines, Proofing Presses, Matrix Rolling Machine, Routing Machine, Bevelling and Finishing Cylinders, Plate Shaving and Thinning Machine, Casting Molds, Molding Furnaces, Electric Generator, High Pressure Blowers, Exhaust Fans, Tanks, Feed Water Heaters, Boilers, Vertical and Horizontal Engines, Shafting, Belting, Electric Wiring, Steam Piping, Etc. Also Large Lot of Supplies, including Platform Scales, Type Cabinets, Imposing Stones, Galleys, Metal Furniture, Lead Type, Office Furniture, Closets, Shelving, Etc. May be examined at any time previous to the Sale.

Catalogues at the Auction Store, where all inquiries must be made.

Sale peremptory. By order of HARRINGTON FITZGERALD, Executor.

F. F. BRIGHTLY, Esq., Attorney for Executor, 134 S. 9th St.

SAMUEL T. FREEMAN & CO., AUCTIONEERS

1519-21 CHESTNUT STREET - - PHILADELPHIA

The Black and White of Newspaper Folding Facts

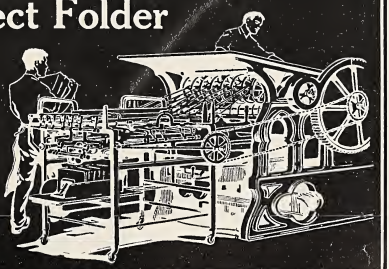
Here's the proposition in a nutshell:

A Sidney-Perfect Folder, attached to any type of 1, 2 or 3 revolution cylinder press, giving rear delivery, provides a folding system equal in accuracy and economy to the folding equipment of a perfecting press.

Really, it eliminates folding costs altogether, because

The Sidney-Perfect Folder

receives folios and quartos direct from the press and folds them automatically, without hand labor at any point. Its remarkable adaptability, durability and low price are fully described in the catalog; ask for a copy.



The

Sidney Folder Co.

Sidney, Ohio

KIMBLE MOTORS

You Can Increase the Efficiency of Your Plant at Least 20%

If you are running your presses with ordinary variable-speed, alternating-current motors, you can increase the efficiency of your plant at least 20% by using Kimble Motors.

If you are running your presses by line shafting, the increase in efficiency will be nearly 35%.

It's all because of the extremely wide range of speed and the very finely graduated steps in

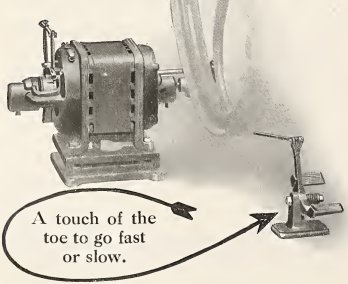
KIMBLE
JOB AND CYLINDER PRESS
MOTORS

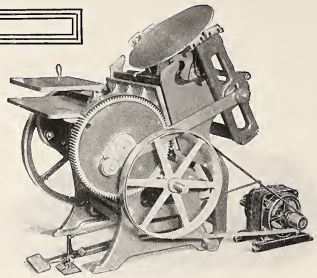
Single-Phase, Variable-Speed Alternating-Current

Consider, for instance, the line-shaft-driven job press.

You will seldom find any line-shaft-driven job press that is fed by hand where the maximum speed is greater than 1,800 I. P. H. or the low speed lower than 1,200 to 1,400 I. P. H.

On fine work, the press at 1,200 I. P. H. is much too fast. This means a great waste of stock. It also means that the throw-off is used continually and about one-half the impressions are lost. The consequent actual speed would be about 600 I. P. H.—with a great waste of material.





This same press, with a job which could be fed effectively at 2,500 I. P. H., is limited to 1,800 I. P. H. This means a loss of efficiency of approximately 28%.

The Kimble Motor gives you any speed you want from 450 to 3,000 I. P. H. The feeder fits the speed to the job.

Little Stories About Kimble Efficiency

A Business Card Job

One of our customers had a job of 10,000 business cards that he was very anxious to get out on time. These were being run off on an 8x12 press connected to line shafting and the best speed he was able to get was 1,500 I. P. H., because that was the limit of his line shaft speed.

A Kimble ¾ H.-P. Motor was then connected to the press, *friction drive*, and the press started at the line shaft speed of 1,500 I. P. H. After the feeder was well started and working smoothly, the speed was gradually increased, by steps so imperceptible that it did not break into the feeder's "stride," until the press had attained a speed of 3,000 I. P. H., *at which speed he was getting every impression.*

Result: An increase of 100% in efficiency on a high-speed job.

Kimbleize Your Plant!

Run every one of your presses with Kimble Motors —from the Gordons right up to the big cylinders.

Do it because—

With Kimble Motors you can get exactly the right speed for every job, increasing or decreasing at will; the actual result is several hundred more impressions per hour and less spoiled stock.

Instead of consuming top speed *current* at all speeds as other alternating-current motors do, the Kimble uses current in proportion to speed. At half maximum speed it uses only half maximum-speed current.

This advertisement gives scarcely a hint of the intensely interesting, money-saving facts you will find in our Red Catalog. Write for your copy.

Kimble Electric Co.

The Printing Press Motor Specialists

635 N. Western Avenue Chicago, Ill.

The National
Automatic Job Printing Press

Is a flat-bed, flat-platen press that prints direct from type or original half-tones at a guaranteed speed of

4,000 Impressions Per Hour

It is easier to make ready than a Gordon and can be changed from job to job in less time.

It is powerful and durable, and is ideal in its mechanical construction.

It combines the rotary principle with the flat form.

One National with one good pressman will turn out more work than five ordinary hand-fed presses and five feeders.

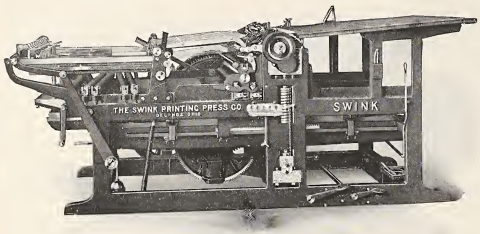
It Is the Press That You Will Buy

Write for particulars

National Automatic Press Co.

Lehighton, Pennsylvania

THE SWINK TWO-REVOLUTION PRESS



is not an experiment. It is a recognized factor in the printing machinery field and every passing month is adding to its prestige.

In many plants it is running side by side with presses of longer established reputations and ***in each instance*** it is proving to its owners our claim of ***larger*** production at ***lower*** operating cost. Its money-making possibilities are ***much greater*** than those of other presses.

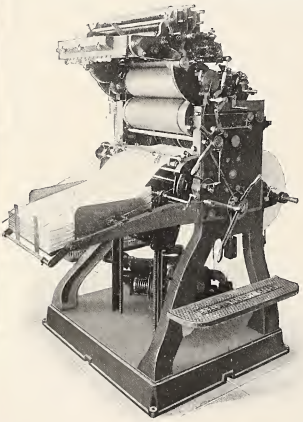
Fast, accurate, convenient and economical, it is the one press that increases the printers' profits.

The proof of a press is in its operation, and ***The Swink owners*** are best qualified to give you an unbiased opinion. A list of ***Swink*** users will be sent you upon application.

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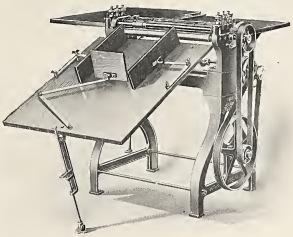
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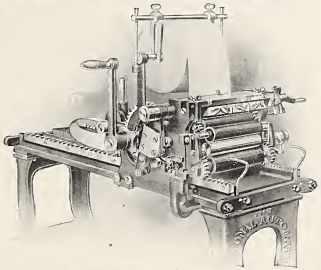


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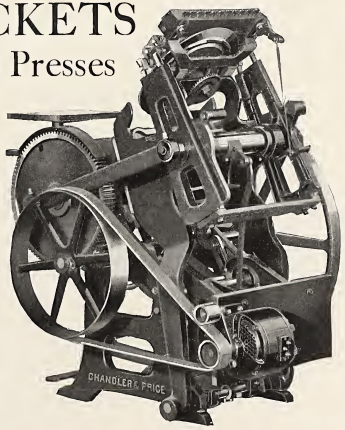
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Young, Wm. R.	629

OUR FINE LINES OF

STANDARDIZED LEDGER PAPERS

¶ If there is one class of business men that appreciates the value of service, it is the printers. Their prosperity depends upon it. The paper house that assists the printer in furthering the interests of the consumer by furnishing reliable paper merchandise, fairly priced and on time, is doing a real service. This is the quality of "Butler Service."

¶ Our line of Ledger Papers is standardized the same as all of our other lines. We were the first in the paper business to recognize that through *standardization* only, could a paper house be of greatest service to its customers.

¶ Following is the list of "Butler Brands" of *Durable Ledger* Papers:

AMERICAN LINEN RECORD
LEDGER MILLS LEDGER
BERKSHIRE LINEN LEDGER
GENERAL LEDGER
LOOSE-LEAF LINEN LEDGER
SCRIPTUM LEDGER
STATEMENT LEDGER

¶ This list includes Ledger Papers from "The Cheapest That's Good to the Best That's Made."

STATEMENT LEDGER

¶ This is the latest acquisition to our line. It is the lowest priced serviceable Ledger Paper made. Banks use it for monthly statements and other purposes. They demand impressive and dependable quality, hence their approval of this paper. If it is good for banks it is good for other lines of business.

¶ While low in price, STATEMENT LEDGER has the quality and appearance to make it desirable for a wide range of uses for which an inexpensive Ledger Paper is preferred. It is bright white and possesses a good writing, ruling and erasing surface. These are features which can only be obtained by combining good materials in the right way. STATEMENT LEDGER will enable you to meet the keenest competition without sacrificing either quality or profit.

We would like to send samples and prices of STATEMENT LEDGER and our other Ledger Papers to any buyers that are interested

DISTRIBUTORS OF "BUTLER BRANDS"

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Missouri-Interstate Paper Co.	Kansas City, Mo.
Mississippi Valley Paper Co.	St. Louis, Mo.
Southwestern Paper Co.	Dallas, Tex.
Southwestern Paper Co.	Houston, Tex.
Pacific Coast Paper Co.	San Francisco, Cal.
Sierra Paper Co.	Los Angeles, Cal.
Central Michigan Paper Co.	Grand Rapids, Mich.
Mutual Paper Co.	Seattle, Wash.
Commercial Paper Co.	New York City
American Type Founders Co.	Spokane, Wash.
American Type Founders Co.	Vancouver, British Col.
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J. W. BUTLER PAPER CO., Chicago

ESTABLISHED 1844

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

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DEPARTMENT COES WRENCH CO.
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NEW YORK OFFICE—W. E. ROBBINS, 29 Murray Street
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

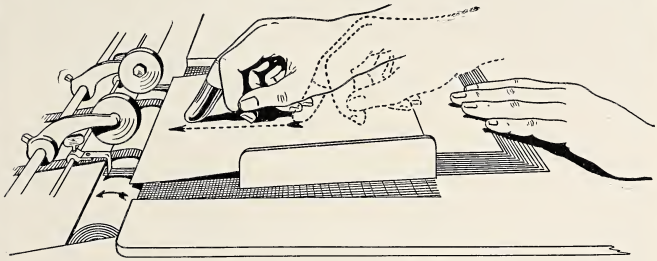
First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

SILENT SPEED

Get the New Conception of Hand Feeding

See "The Baby" Cylinder Method



You can't believe what we say about hand feeding on the new "Baby" Cylinder until you forget all about the old platen press way of picking up a sheet with one hand, carrying it 12 to 20 inches and registering it carefully to the guides, at the same time removing the printed sheet and depositing that on another feed board, another move of 12 to 20 inches.

Get the new conception of hand feeding.

Remember, first of all, that on "The Baby" Cylinder the feeder does not pick up the sheet at all. Nor does he have to remove the sheet; the press does that and jogs it automatically.

Remember that the press automatically registers the sheet, the feeder having to feed it merely with approximate accuracy.

Remember that if he fails to feed a sheet, he does not have to throw off. The press automatically throws off the impression and the ink supply for that impression.

Consider these points carefully.

They are the practical and sufficient reasons why "The Baby" cylinder can be fed easily at 4,000 per hour, with a net output of 3,500 per hour after allowing for time in handling stock.

No hand-fed press can ever turn out the net output of the automatically and continuously fed Autopress, but for the printer with short runs only, "The Baby" Cylinder does give a net output so much greater and so much better in quality than the hand-fed platens that it will be a big money maker. The press itself will operate smoothly at 5,000 an hour, so the only limit to speed is the dexterity of operator, and that too under very favorable conditions for rapid feeding. Write for booklet.

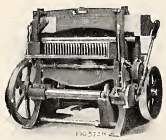
THE AUTOPRESS COMPANY

95 Madison Avenue NEW YORK CITY

OSWEGO

YOU GO
(if You are Wise)

For Your Eyes, To an Oculist: *For Law*, To a Lawyer:
For Cutting Machines, To a Specialist.



Oswego Auto



Oswego Power



Oswego Lever



Oswego Semi-Auto

Cutting Machines Exclusively—Ninety Sizes and Styles—16-inch to 84-inch

CONCENTRATION

on a single line secures you the most expert and efficient service. Oswego service is highly specialized cutting machine service. Oswego and Brown & Carver cutting machine service has nearly half a century's experience perfecting it. It will be a pleasure to build for you an Oswego machine, adapted to your exact needs, which will increase your profits.

OSWEGO MACHINE WORKS

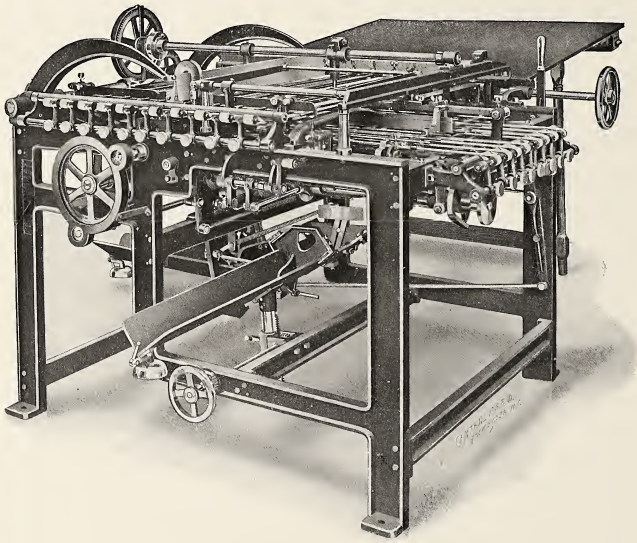
NIEL GRAY, JR., Proprietor.

OSWEGO, N. Y., U. S. A.


SPEED LIMIT
SPEEDLIMIT
BLACK INK
SPEEDLIMIT BLACK INK
PERMITS OF
PRINTING – TURNING –
PRINTING AND BINDING
ALL THE SAME DAY
EQUALLY GOOD
FOR HALF TONE WORK
WHEN SPEED IS NOT REQUIRED.
THE
QUEEN CITY PRINTING INK CO
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BOSTON
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DETROIT
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ST. PAUL
MINNEAPOLIS
KANSAS CITY
DALLAS

No. 133
Book and Catalog Folder

Write for Details



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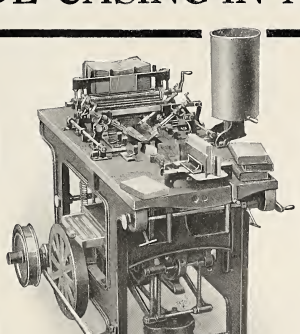
Brown Folding Machine Company

Erie, Pa.

NEW YORK, 38 Park Row
ATLANTA, GA., J. H. Schroeter & Bro.

CHICAGO, 343 South Dearborn St.
DALLAS, TEXAS, 1102 Commerce St.

PARKSIDE CASING-IN MACHINE



THIS WONDERFUL MACHINE FORMS THE CASE AND AUTOMATICALLY AND EFFICIENTLY PASTES BOTH SIDES OF THE BOOK RIGHT UP TO THE JOINT

No. 2 TAKES FLAT COVERS 16″x 9¾″ TO 7″x 4½″. SPEED 1000 PER HOUR
No. 3 TAKES FLAT COVERS 22″x 14″ TO 7½″x 4½″. SPEED 750 PER HOUR

T.W. & C. B. SHERIDAN COMPANY

Established 1835

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56 and 58 Duane Street, NEW YORK — 607 South Clark Street, CHICAGO

63 Mount Pleasant, LONDON, W. C., ENGLAND

Practical All-Steel Furniture

For the Newspaper, Book and Magazine Printing-Plant

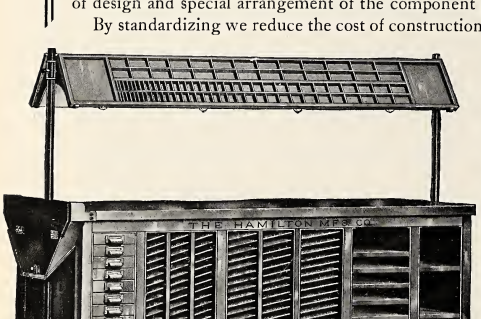
Economy of time in the production of the modern newspaper is the one item to be considered in the selection of the working equipment.

This fact necessitates the use of materials and articles of furniture exactly suited to the individual requirements of the plant where the material is to be installed.

In the past this demand has meant the designing of special articles of furniture which sold at prices much higher than the cost of standard goods manufactured in quantities.

Our new system of unit construction in steel affords unlimited possibilities in the way of design and special arrangement of the component parts.

By standardizing we reduce the cost of construction to the minimum. The purchaser has the utmost license in the selection and arrangement of the unit parts, thus acquiring an outfit of furniture exactly suited to his own particular needs, to be purchased at prices as reasonable as would be paid for standard stock designs manufactured in quantities.



Ad. Make-Up Table No. 426 with Iron Top, 28 x 96 inches.

From left to right this Table contains one tier of twelve drawers for Quarter-size Cases; three tiers single, two tiers double and one tier triple column Galley Shelves, one tier flat shelves for galleys 16¾ inches wide, and one section of bins for dead galleys, 10¾ inches wide. At the left end of Table is a bin for dead slugs, into which the metal is thrown. The contents of this bin are emptied by means of a hinged trap-door into a self-dumping truck, which can be placed under the bin at the end of the Table.

The Overhead Bank has divisions for leads and slugs from 2 to 38 pica ems, with one-half em variations up to 10 picas. At each end of Bank is a blank space for miscellaneous material. The opposite side of Overhead Bank is divided into six large subdivisions for the accommodation of an assortment of working materials incident to the particular nature of the work in hand.

We carry large stocks of the component unit parts. We assemble the furniture as the order specifies and are thus enabled to make prompt shipment of the largest possible order for composing-room furniture.

The goods are all standard and tried out and will not develop serious defects and shortcomings within a short time after installation.

Our unit system of steel construction is now installed in dozens of representative newspaper, book and magazine printing-plants throughout the United States and Canada.

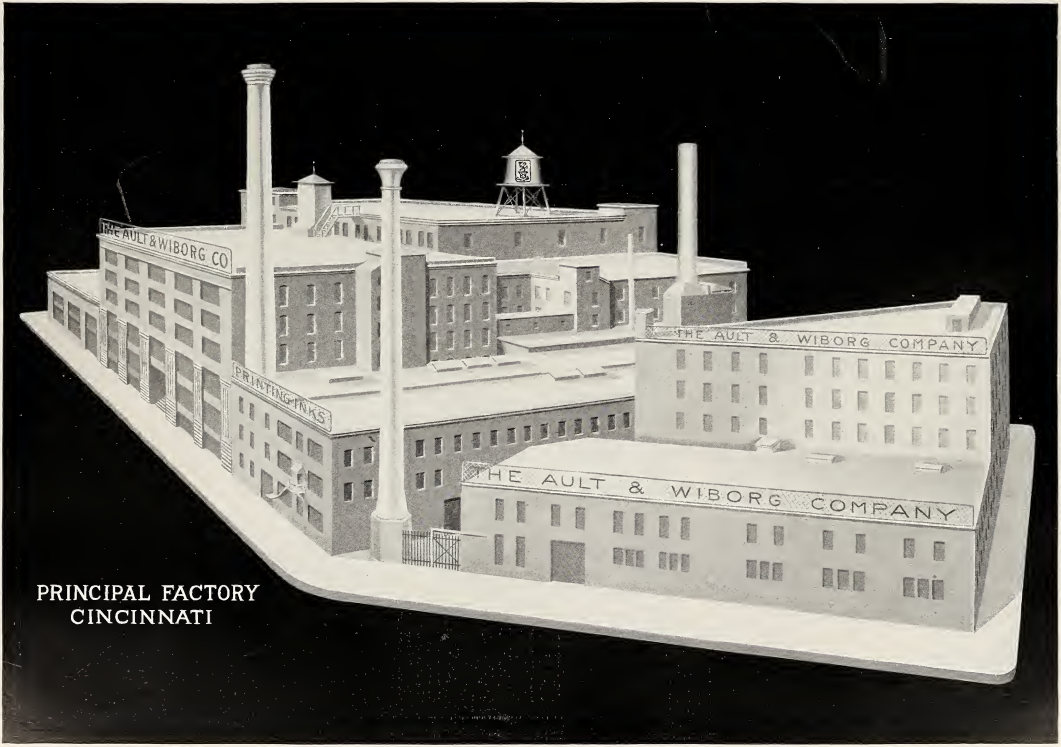
New catalogs of steel equipments now ready and will be sent on request to responsible printers.

THE HAMILTON MANUFACTURING CO.

Main Office and Factories, TWO RIVERS, WIS. **Eastern Office and Warehouse, RAHWAY, N. J.**

HAMILTON GOODS ARE CARRIED IN STOCK AND SOLD BY ALL PROMINENT TYPEFOUNDERS AND DEALERS EVERYWHERE

A VALUABLE LINE GAUGE, graduated by picas and nonpareils, mailed free to every inquiring printer.



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Reliable Printers' Rollers

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DALLAS
1306-1308 Patterson Avenue

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

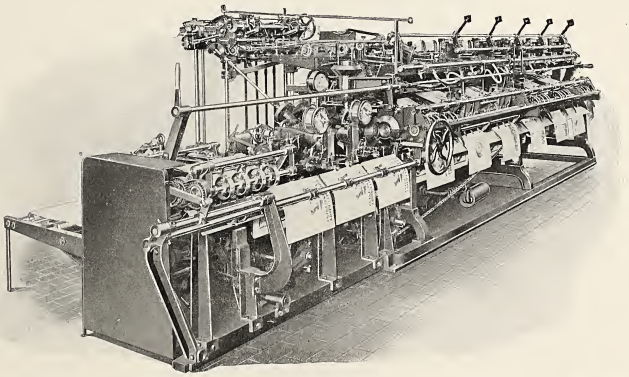
COLUMBUS
307 Mt. Vernon Avenue

KAST Insetting, Covering and Wire-Stitching Machine

What it does automatically in one operation:

It folds the covers—
It insets any number of folded signatures within the cover—
It heads up all sections and cover perfectly—
It automatically detects imperfect copies and diverts them from the counted piles without staples, or stopping the machine—
It staggers the staples in the backs of the books, so that the piles lay flat in clamp of the trimming machine.

It performs all of these operations at the cost of stitching the same product by hand.



DEXTER FOLDER COMPANY

FOLDERS, CROSS CONTINUOUS FEEDERS, PILE FEEDERS, CUTTERS

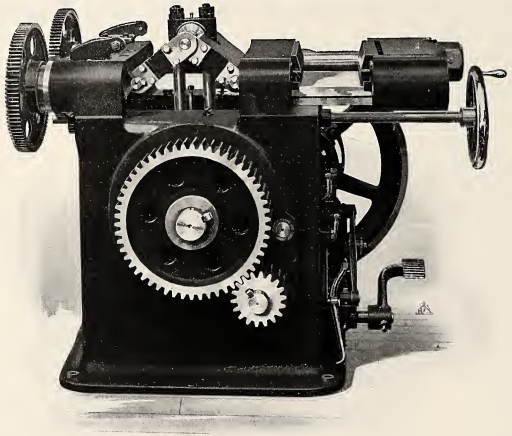
NEW YORK CHICAGO PHILADELPHIA BOSTON

ATLANTA, GEORGIA
DODSON PRINTERS SUPPLY CO.

SAN FRANCISCO
H. W. BRINTNALL

DALLAS, TEXAS
E. G. MYERS

The Seybold Book Compressor



Protected by Seybold Patents
With parts removed to show construction of machine

Especially designed for smashing or compressing thick books or a number of smaller books having a heavy swell at the back.

Impossible for signatures to become disarranged before or while under pressure.

Eliminates entirely the old slow method of hammering the backs by hand and adds immensely to the production of trimming and backing machines.

The *even* movement and *long* dwell insures the books remaining in the compressed form after the jaws are released.

The Seybold Compressor having horizontal jaws, accidents so common on the old-style smashing machines are avoided.

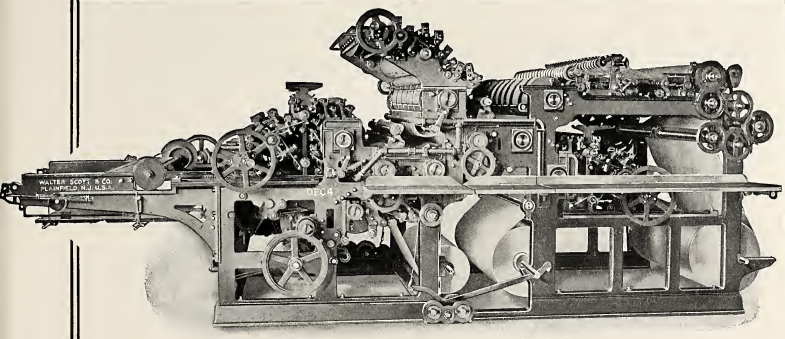
THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, etc.

Embracing — Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 151-163 W. 26th Street; Chicago, 113-115 W. Harrison Street.
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LET NOT ANOTHER DAY

go by without posting yourself thoroughly about the latest and best Web Press ever built for printers having long runs of presswork.

The SCOTT

ALL-SIZE ROTARY PRESS

is the ideal machine for you to install, BECAUSE it cuts off and prints any length of sheet, and any width of sheet can be printed up to the width of the press between bearers, according to the size of the press, up to 50, 60 or 70 inches.

IF YOU WANT TO PRINT COLORS

the press can be built to print an extra color on each side of the sheet if desired.

THE QUANTITY AND THE QUALITY OF WORK

this machine will do will surprise you. It has proven a money-maker wherever installed and it would prove a money-maker for you.

SEND FOR FURTHER INFORMATION

WALTER SCOTT & COMPANY

DAVID J. SCOTT, General Manager

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY

NEW YORK, 1 Madison Avenue **CHICAGO, Monadnock Block**

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME

AFTER 2½ YEARS

What a User of the Standard Says:

"AM glad to send you anything in the way of a testimonial," state F. S. Reefy & Son, of Elyra, Ohio, in response to a letter asking their opinion of the STANDARD, "as the press is worthy of the highest praise and can be made the most valuable piece of producing machinery in a job-printing office with the right kind of handling."

Read what Mr. Reefy writes, after a very thorough tryout of the STANDARD, where it met every condition and made good.

THE ELYRIA DEMOCRAT
F. S. REEFY & SON
Job Printing of Quality Proprietors
ELYRIA, OHIO

December 1, 1913.

Wood & Nathan Company,
New York City.

Gentlemen:

Built for Hard Service

We have had in operation in our shop one of your Standard High Speed Automatic Job Presses since April, 1911. During that period--over two and one-half years--we have had the very best of service from the press. It is made for hard service, and its two and one-half years' work has not in any way affected its ability to deliver at high speed work of the highest quality.

Quick Make-Ready

It is an ideal press for all work that goes on a platen press, and when a man gets used to handling it, jobs can be put on and gotten ready in almost the same time as on an ordinary platen press. If the material in the office is in condition, it is astonishing how quickly the press can be running after a job is put on.

Short Runs Practical

Runs of 500 are entirely practical, and you find after awhile most all the work is put on the press, without regard to the size of the run, and with no loss in time on short runs, because the press finishes the job quickly even if it should take a little more time for make-ready.

There being so few trips of the impressions with the automatic feeding device, the press actually delivers close to the maximum capacity.

Continuous Running

The automatic feeder gives no trouble to the pressman when he learns how to manage it for different kinds and weights of stock. The automatic registering device insures accurate feeding. The automatic parts of the press are simple and will not get out of order if the press is intelligently handled.

Easy to Operate

We have used the press for all kinds of work from postals to posters and always marvel at the ease with which it gets away with it after it is started.

Prints Postals to Posters

Its speed makes it possible to do away with the setting of two forms in many instances where under ordinary practice "two on" are run. We run our press about 2,800 an hour on average.

High Speed

It is a very practical press for any office which has a goodly amount of platen work, and it will build up a shop's business because of the fact that it makes it possible to deliver a good-size order in a brief time, and the work is absolutely high-grade if the pressman is a good man.

Builds Up Business

One press will be a good investment in a live shop, and where there is work for two or more they will certainly be big money-makers.

A Good Investment

We unhesitatingly recommend the STANDARD to the printer who wants a machine that will materially increase his output and decrease his worry over poor feeders and slow ones.

Decreases Worries

As to whether he can afford the expenditure, that is a matter of simple calculation. Put against the press all the legitimate charges and he will find it a consistent, steady money-maker if it is kept reasonably busy.

Constant Money-Maker

Very respectfully,

F. S. Reefy & Son.
(Signature) R. T. Reefy, Mgr.

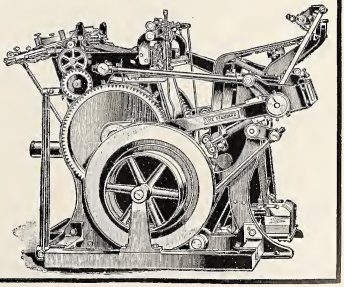
The *Standard* Makes Profits for Others—It Can Do It for You

Wood & Nathan Company

SOLE SELLING AGENT

Standard High Speed Automatic Job Press

1 MADISON AVE., NEW YORK, U. S. A.



HUMANA

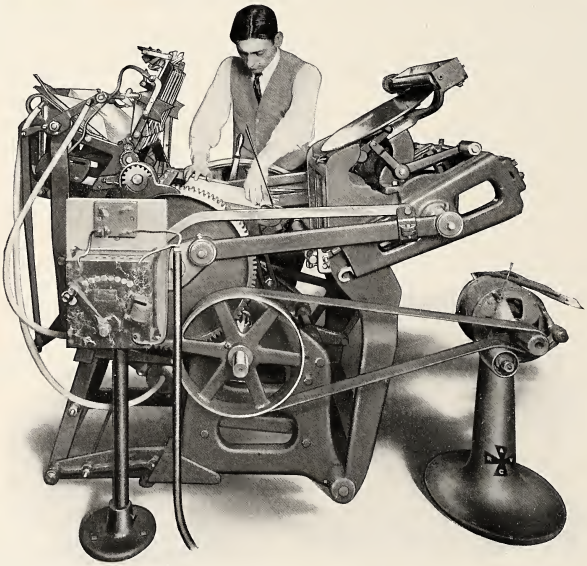
(THE GUARANTEED AUTOMATIC FEED FOR PLATEN PRESSES)

The "HUMANA" is the only automatic machine or press that will feed to a hair-line register the full range of commercial printing, including paper and cardboard (all weights and surfaces), envelopes (made up and blanks), tags, blotters, box cartoons, pamphlets, index cards, etc., with a minimum spoilage.

Two "HUMANAS" attached to job presses will produce more work at a less operative cost for each dollar invested than any other automatic flat-bed press ever invented.

Try one for awhile, gratis. If you like it you can purchase on terms entirely satisfactory to you.

GUARANTEED



GUARANTEED

A platen press HUMANIZED (showing make-ready)

Requires less than 50 per cent of the operator's time. (Any boy or girl can operate the HUMANA.) More than 450 HUMANAS sold and in actual operation. Two sizes, 10x15 and 12x18.

SEND FOR TESTIMONIALS AND LIST OF USERS. ALSO CIRCULARS AND SAMPLES OF WORK.

Manufactured and GUARANTEED by **HUMANA COMPANY** Office and Salesroom: Clinton and Beaver Sts. Newark, N. J.

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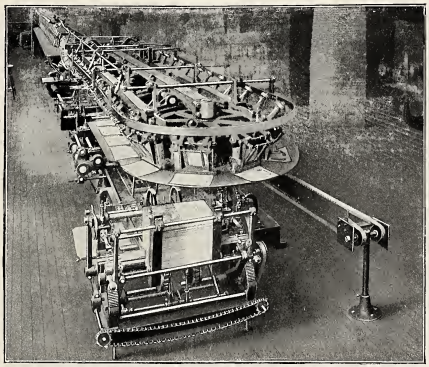
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MACHINE WORKS



Oswego Auto

CUTTING MACHINES
EXCLUSIVELY

OSWEGO, N. Y.



The Juengst
Gatherer
Wireless Binder

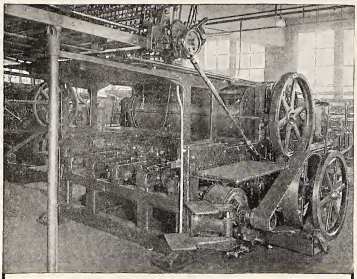
Upon this combination a gathered, stitched and covered book can be produced.

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a gathered and wireless bound book. Both at the rate of 3,000 books per hour.

We are prepared to furnish both combinations. Descriptive booklet upon request.

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Is the best possible insurance against shut-downs

These motors are, above all, *reliable*. They can be depended upon to operate continuously for years with very little attention.

Rolled steel, used largely in their construction, gives much greater strength than the cast iron or cast steel generally used for motors.

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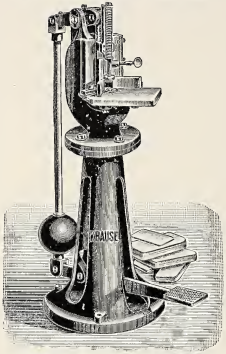
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Westinghouse Electric & Mfg. Co.
EAST PITTSBURGH, PA.
Sales Offices in 45 American Cities

WESTINGHOUSE ELECTRIC

"KRAUSE" Round-Cornering Machines

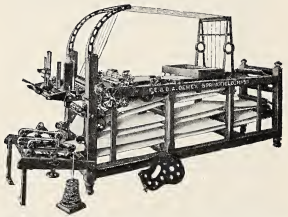
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This Wonderful Automatic CARD MACHINE



The minute you watch its action, speed, quantity and quality of output—it sells itself without argument.

This machine is for ruling index cards—both Striking and Feint-Lining. Unlimited speed. Think of it—40,000 cards per hour—automatic feed, perfect work.

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OSWEGO

MACHINE WORKS



FIG. 524

Oswego Power

CUTTING MACHINES EXCLUSIVELY

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You Wanted a No. 1 Ledger at a Standard Price So Much a Pound Regardless of Size or Weight

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AMERICAN LINEN RECORD

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The National Paper Trade Association is sponsor for this product. Need we say that this strong organization of leading paper-houses knows the trade's requirements? That it does is eloquently expressed in the character of this paper and the clean-cut, modern merchandising idea back of it.

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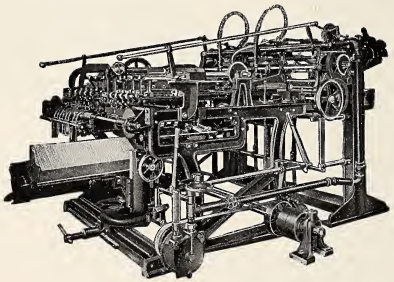
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Paper Folding Machines



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Delivers five different styles of fold. Has gear-driven head perforators. Equipped with combing-wheel automatic feeder or with hand-feed table.

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KING PAPER COMPANY
KALAMAZOO, MICHIGAN
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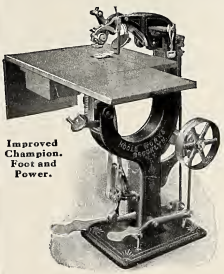
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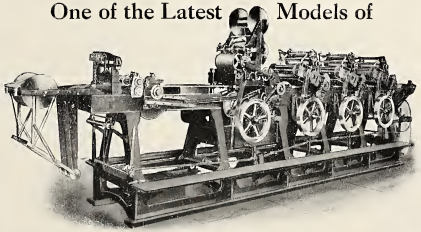
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One of the Latest Models of

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The Press That Makes Job Printing Profitable



This press has standard sections to print three colors on the face and one on the back of the stock and slitters, punch head and rewind.

¶ The New Era is a roll-fed, high-speed, flat-bed and platen press, *built* in *sections*. Assembled *as desired* to print *one* or *more* colors on *one* or *both* sides of the paper, cloth or cardboard; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs. Just the machine for fine colorwork and specialties. Ask for literature and send us *to-day* samples of your multicolor or difficult operation work and let us show you how *economically* they can be produced on the New Era *Multi-Process* Press.

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is not an experiment. It is a recognized factor in the printing machinery field and every passing month is adding to its prestige.

In many plants it is running side by side with presses of longer established reputations and *in each instance* it is proving to its owners our claim of *larger* production at *lower* operating cost. Its money-making possibilities are *much greater* than those of other presses.

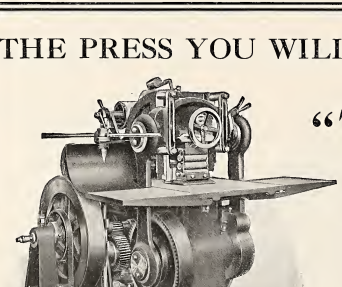
Fast, accurate, convenient and economical, it is the one press that increases the printers' profits.

The proof of a press is in its operation, and *The Swink owners* are best qualified to give you an unbiased opinion. A list of *Swink* users will be sent you upon application.

You owe it to yourself and to your business to investigate this press thoroughly before buying.

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Because of its many advantages. It will print in the center of a sheet 18x27 inches from a steel die or plate 5x9 inches.

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Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

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THE ART CAXTON PLATEN PRESSES

Manufactured by John Haddon & Co., London, England

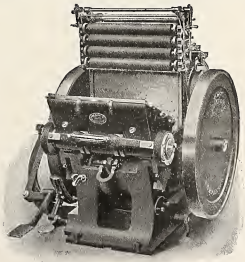
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Look Better and Won't Break or Wear Out!

Let us send sample and quote you prices.

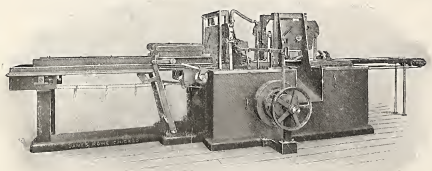


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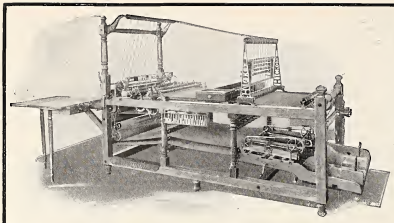
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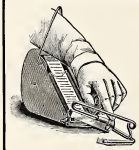
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Manufacturers of Book Binders' and Paper Rulers' Machinery
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Waco, Tex., Aug. 2, 1911.

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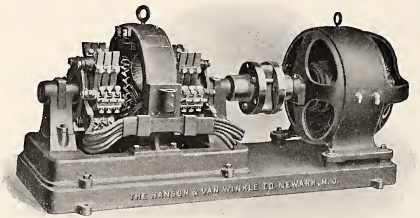
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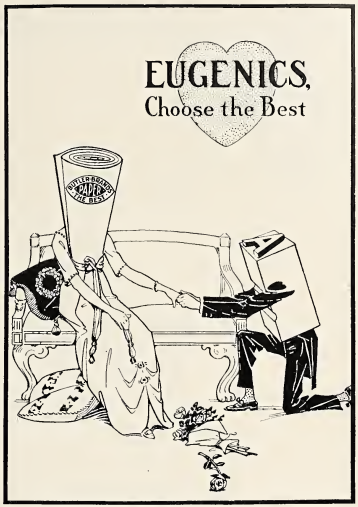
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American Type Founders Company





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Your Near-by Dealers Can Serve You Quickly.

Subscribers will find this Directory a great convenience in placing orders with near-by dealers. Should any article be desired not herein advertised, The Inland Printer will be pleased to furnish special information or advise manufacturers of such requirements.

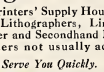
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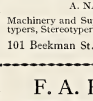
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Established 1906; seven Mergenthaler Linotypes; 150 students yearly. Day classes: four weeks, $35; six weeks, $50; twelve weeks, $80. Evening classes: eighteen weeks, $80. Terms $5.00 weekly; longer hours; more favorable conditions; large employment bureau. Call or write before deciding on a school.
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Adjustable Hand Type Mold
An Emergency Sorts Caster Casts matrix from type and type from the matrix. Successfully demonstrated at The Printers Exhibition, New York City, April, 1913.
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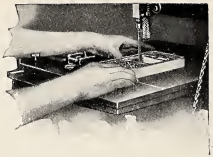
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Drilling holes in the plate to admit the jig-saw preparatory to mortising



By a simple change the jig-saw is thrown into operation and the mortise is sawed out



Substituting a broach for the saw, the walls of the mortise are smoothed up and squared in the corners

WANTED, 20,000 PRINTERS—AD. AND JOB MEN

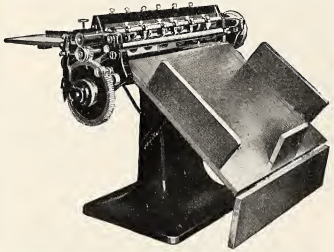
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Some Actual Facts Worth Thinking About

The Universal-Peerless Rotary Perforator is in use in every land throughout the world; therefore the following facts:



BURTON PERFORATORS ARE PERFORATING APPROXIMATELY

10,000,000 sheets per day,
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1,200,000 miles per year,
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BY ALL GOOD PRINTERS THAT DURING THE YEAR 1914 NAUGHT BUT

Mechanical Chalk Relief Overlays

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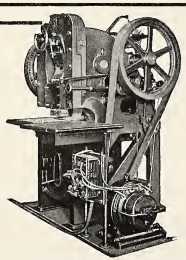
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should be driven by a motor capable of giving a quick start, a simple acceleration to just the right speed, and a definite range of speed adjustment. The motor and controller we illustrate is especially adapted for this work, and its performance is ideal. We can do just as well with all other kinds of printing-office equipment.

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The World's Standard *Three and Four Color Process Inks.* Gold Ink worthy of the name.

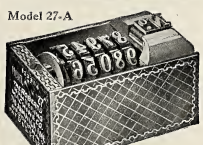
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№ 12345

Facsimile Impression
Size 1½ x 1⅛ inches.

For General Job Work

Absolutely Accurate

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Always in Stock

Five Figure-Wheels

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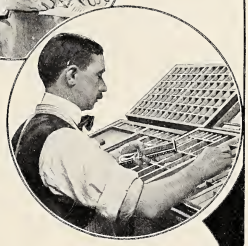
No Screws

To Number Either Forward or Backward



View showing parts detached for cleaning





The Man Who Wrote And the Man Who Set This Advertisement

The man who wrote this advertisement couldn't set a stick of type to save his life, still he probably draws as much salary in a week as the compositor who set it is paid in a month.

And yet how much more successful this advertising man would be if he had the compositor's knowledge of printing, as well as his own knowledge of advertising.

YOU have a wonderful opportunity, with your printing experience, to become a successful advertising man and earn a big salary. The International Correspondence Schools can give you all the training you require to qualify for such a position. Only part of your spare time is required to learn how to write advertisements, select mediums, analyze advertising problems, and conduct sales campaigns.

The I. C. S. Course includes Type Display, Copy Writing, Follow-up Systems, Handling Appropriations, Illustrating, Mediums, Catalog and Booklet Writing.

For further details regarding the I. C. S. Course in Advertising, fill in and mail the attached coupon

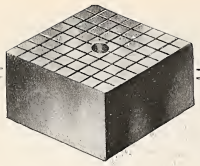
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Box 1207, Scranton, Pa.

Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

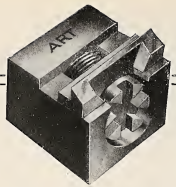
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Cut the Costs



YOU know that make-up, registering plates and make-ready are big cost items on the average job of printing. You'd make more money if you could cut those costs—wouldn't you?

Experience has demonstrated that the *Expansion Plate-Mounting System* will work a saving of at least 50% in the time and labor cost of these operations. Does such a saving appeal to you?

There are other advantages, too. A saving of from 15 to 25% is realized on cost of plates by ordering them unmounted; the plates will stand up better and the quality of the work will be improved. Best of all, your workmen will like the *Expansion System*. You know what it means to give your men the equipment they like.

Let us send you our new booklet, "Mounting and Registering of Printing Plates," which gives complete details of the latest approved plate-mounting methods—sent postpaid on request.

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Chicago Salesroom:
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"SATIN FINISH"
Copper and Zinc
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Send Your Original Color Plates to Philadelphia



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Electrotypers to the Elect

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Cooper Hewitt Light saves money for you. —Also makes money for you



IT saves money because it is the cheapest lamp to operate and maintain. It makes money for you because it increases the efficiency of your pressmen and compositors, enabling them to see better than with any other light, being easier on the eyes than any other light.

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Carried in Stock and Sold by Typefounders and Dealers in All Principal Cities

Worm Drive—Silent and Powerful

THE *worm drive* as applied to the DIAMOND POWER AND COMBINATION LEVER AND POWER CUTTERS gives the smoothest possible application of power, minimizes the driving strain and requires far less actual horse-power to operate than any power cutter built. All parts working in oil insure perfect quietness in operation. Simple because it is non-adjustable and positively fool-proof. Efficient and speedy because it's a direct drive with a single reduction.

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A CATECHISM

OF GOLDING JOBBERS

If you are not a user of Golding Jobbers you have thought about it—and you have in mind some questions you would ask about its construction, its features for quality and quantity of production and its adaptability for your growing requirements for plant efficiency.

We have anticipated your question, and in this Catechism we have listed your questions and the answers, so that all information about the Improved Golding Jobber is given in a concise form for your complete understanding.

The Catechism has been prepared for you. Please request it.

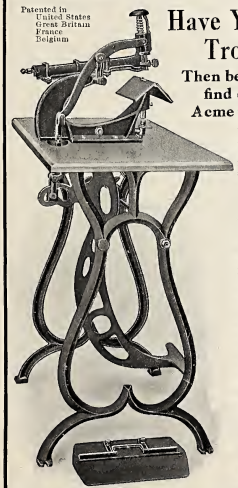
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GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

Patented in
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Then be cost-wise and find out what the Acme will do for you

Your success in keeping down cost of production depends largely upon machine efficiency—and the Acme answers the call.

The Acme Binder No. 6

has stood the test alongside all legitimate competition, and wherever known its product is conceded the *very highest quality*.

A good stapling machine helps to secure business and, better still, to keep it. The Acme is for sale by printers' supply houses throughout the United States.

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To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States

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Appears Only on "IDEAL" Brands

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A sample-book showing the complete line mailed on request.

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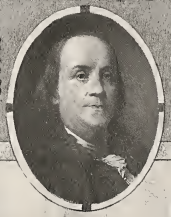
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You owe it to yourself and to your customers, and to your prospects, to investigate this plan.

It is built upon the idea that a distinct service rendered is the true basis on which to build a permanent business.

Our product does not appeal to the printing shopper. We reach men who will pay us a reasonable profit for that which will earn them a greater profit.

We make bonds for investment, not bonds to sell. If you want to reach the conservative investor, drop us a line saying, "Send me a copy of your new plan."

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SOUTH HADLEY FALLS, MASSACHUSETTS

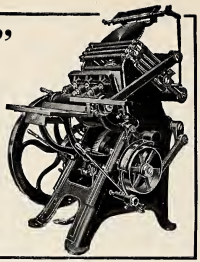
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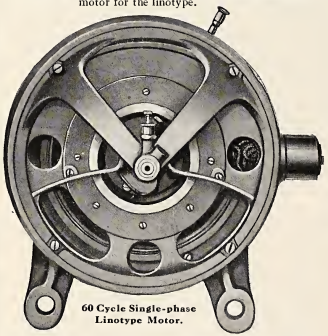
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60 Cycle Single-phase Linotype Motor.

JENNEY LINOTYPE MOTORS

are built for both alternating and direct current. Each outfit is complete with gear, and may be easily installed.

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AMERICAN ROTARY VALVE CO.
General Offices: Chicago, Ill.
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for Printing-Plants

places at the finger ends of the operator complete and positive control of every movement required of any motor-driven machine.

"Just Press a Button"

It starts, stops, reverses, accelerates, decelerates or may be limited to merely starting and stopping features with a safety or locking position.

It prevents accidents, saves the time of the man on the job and enables him to work faster with better results.

Its installation is simple and costs but little more than the old-fashioned, time-consuming, hand-controlling rheostat.

Alternating and Direct Current.

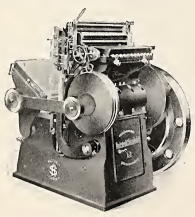


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Write for Bulletin 23

Monitor Controller Company
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NEW YORK, 30 Church St. CHICAGO, 1040 Old Colony Bldg.
PHILADELPHIA, 826 Drexel Bldg. BOSTON, 77 Franklin St.



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GO INTO the bindery equipped with several makes of wire stitchers and you will find Bostons ALWAYS in operation, stitching high grade catalogue and booklet work with fine wire—rapidly, exquisitely. Talk with the operators and they will tell you WHY the Bostons are favorites—WHY they prefer them to all other stitchers. The foreman will always extol Boston merit, productivity and efficiency. Let us show you

American Type Founders Co.

Set in Antique Shaded Floral Decorator Grecian Shaded Border

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Printers, Lithographers, Electrotypers, Engravers and Paper Houses throughout the United States are equipping their plants with these *protective devices*

The can with a metal to metal NON-LEAKABLE VALVE

Approved by the National Board of Fire Underwriters

For GASOLINE, BENZINE, KEROSENE, TURPENTINE, NAPHTHA, ALCOHOL.

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Use ordinary funnel, which is held firmly in place while filling. Cap closes automatically when funnel is withdrawn.





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It has saved a lot of money and has never made a clerical error.

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We will exhibit our various lines of PRINTING INKS at the National Printing, Lithographing and Advertising Exposition, to be held in New York, April 18 to 25, 1914. One of the new and attractive features of this immense and interesting enterprise will be the exhibition of fine printing for which certificates of merit will be awarded. We purpose enlarging on this feature by presenting *$450.00 in cash* to the successful printers who enter a contest which we have arranged under the following terms:

For the best example of black half-tone we offer	**$100.00 cash**
For the second	**75.00 cash**
For the third	**50.00 cash**
Also, for the best example of four-color process printing, we offer . .	**$100.00 cash**
For the second	**75.00 cash**
For the third	**50.00 cash**

These amounts to be equally divided between the firm and the pressman.

A quantity of ink sufficient to furnish us with the required number of copies will be supplied without charge, upon application to our nearest branch house or our traveling representatives.

The sheets submitted must be unbound and not smaller than 19 x 25. At least twelve copies must reach us not later than March 31, 1914.

The following well-known New York authorities have consented to act as judges: Mr. Charles Francis, of the Charles Francis Press; Mr. J. W. Bothwell, of Theo. L. De Vinne Co., and Mr. John Clyde Oswald, of the American Printer. These gentlemen are not connected in any way with our Company, and their decision shall be final. We also offer certificates of merit as they may be awarded by the judges.

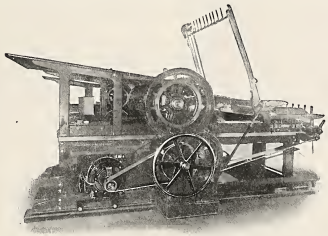
Only one example of either black or colors may be submitted by any firm, and each specimen must be marked with name and address of firm and pressman, together with number or name of ink used. This competition is limited to printers of the United States and Canada.

CHAS. ENEU Johnson, AND COMPANY

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is what we offer to do by placing at his disposal the experience of twenty years of successful manufacture and application of motors and controllers for PRINTING MACHINERY. The Sprague Electric Trade-mark stands for Efficiency, Reliability and Service. Sprague experts know the needs of every machine used in the printing trades.



Variable Speed, Alternating Current Sprague Motor belted to Miehle press

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Write to-day for Descriptive Pamphlet No. 2454.

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OF GENERAL ELECTRIC COMPANY

Main Offices: 527-531 West 34th Street, New York, N. Y.

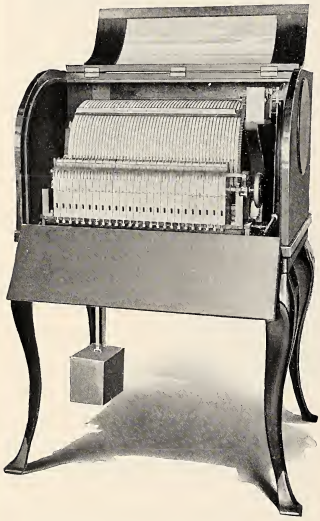
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"DO IT ELECTRICALLY"

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¶ No Cost Department is complete without this device.

¶ It reveals losses of time which the most perfect cost system yet devised fails to detect.

The Printer's Watch-Dog

¶ This recording machine tells graphically what each press or machine is accomplishing and totals the result in hours and minutes. Therefore, the

NATIONAL MACHINE RECORDER

is the accurate watch-dog of the movements of every press or machine; tells you how many machines are producing, or idle; in fact, "what's doing."

¶ This mechanical recorder is intended to safeguard the employing printer with the knowledge of cost of actual production, will assist the employee in measuring his individual production, and is therefore destined to be an indispensable investment—better still,

The Printer's One Best Asset

¶ Send for a copy of a booklet that will tell all about "THE MACHINE THAT INCREASES YOUR PRODUCTION," our plan of installation, etc.

ILLINOIS MACHINE RECORDER CO.

1701-1703 S. CLARK ST., CHICAGO, ILL.

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for **Printers** *and* **Boxmakers**

Specialties: **Leatherettes,** Calfs, Skytogens, Flints, Plated, Chromos

Enquiries solicited.

Philipp Schnell, Kassel Germany

Established 1856



A letter worth reading—

Detroit, Mich., Dec. 3, 1913.
The Ullman-Philpott Co.
Cleveland, Ohio

Gentlemen: We take the liberty at this time to let you know of the excellent qualities of your inks.

We have always had exceptionally good results with them from every standpoint. Their working qualities are good throughout, and with your Marvel Black we have had very good results on half-tone work.

We use your color inks *exclusively* and with success on the very highest grade of work for a large advertising house in this city, and have yet to receive our first complaint.

We trust that the approaching year will bring to you the increased business which you so justly deserve.

Yours very truly,
Langer Printing Company.

Order a Sample in the new

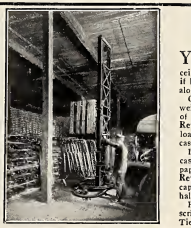
U-P SAVINK CAN

What would it mean to you to save 50% of your ink waste? Ullman-Philpott Inks are now put up in the new waste-less package, the U-P Savink Can, pound and half-pound sizes. A new way to economy—order a sample can—any size, quality, or color.

The Ullman-Philpott Co.

Makers of high-grade inks for all general purposes and special inks for particular uses.

4801-4807 Lexington Avenue
CLEVELAND, OHIO.



HE CAN DO IT ALONE

YOU wouldn't expect a man to stack a 500 to a 2,000 lb. case up near the ceiling in your warehouse unaided, but if he had a **Revolvator** he could do it alone.

One man can easily elevate loads weighing 2,000 lbs., adjust the height of the platform to a nicety, turn the **Revolvator** around so that it can be unloaded from any direction and shove the case into place.

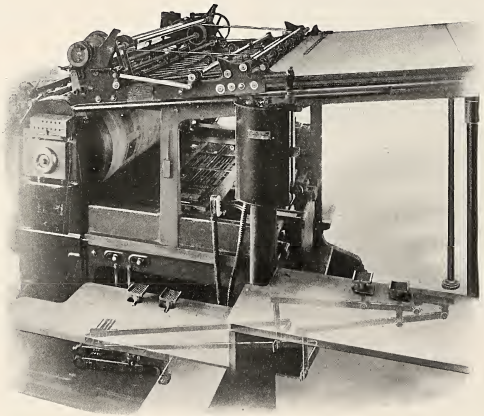
If you have any bulk material, such as cases, bales, barrels, rolls and reams of paper, etc., to store, investigate the **Revolvator** method. It increases the capacity of storerooms and frequently halves the labor bill.

How this is made possible is fully described in our catalog, I. 18, "Scientific Tiering." Ask for a copy to-day.

New York Revolving Portable Elevator Co.
351 Garfield Ave., Jersey City, N. J.

45

The Hardie Semi-Automatic Press Feeder



The Hardie Semi-Automatic Feeder gives the following Results:

Register .	100 per cent accurate.
Production	20 per cent increase.
Waste .	Reduced to minimum.
Labor .	Work of feeder made easier.
Time .	20 per cent gain on Feeder, Pressman and Press.
Overruns .	Eliminated, so far as providing against waste.
Estimating	Much more accurate.
Colorwork	Made perfectly simple.

In asking for quotations give make and size of press. Complete instructions given for installation and use.

SEND FOR CATALOGUE—MENTION INLAND PRINTER

HOBBS MANUFACTURING COMPANY

WORCESTER, MASS., U. S. A.

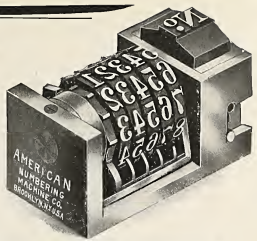
A PERFECT MACHINE of the very highest grade possible. Steel throughout. Every machine tested in a printing-press and guaranteed accurate.

Price, 5 Wheels $5.00 Price, 6 Wheels $6.00

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Ave., Brooklyn, N. Y. 119 W. Madison St., Chicago, Ill.
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AMERICAN MODEL 30

Talbot's Composition Truck Rollers

For Gordon Presses Means Larger Life to the Press, Also More and Better Work



Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to me.*

J. W. TALBOT 401-405 South Clinton Street, CHICAGO

Printers can not fail to appreciate the immense saving obtained in every direction, as well as the infinitely greater satisfaction given to customers, when supplying labels made with

NON-CURLING GUMMED PAPER

We make these Non-curling Gummed Papers in every conceivable variety of quality of paper and gumming, and have agents distributing them in every large city in the country. *Write for Samples.*

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England 1811

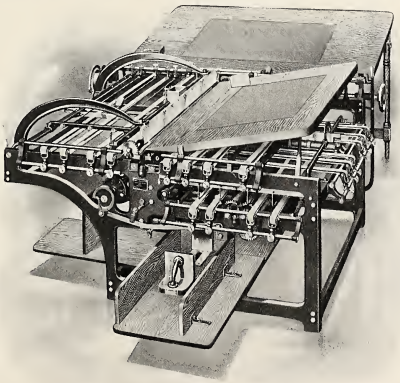
There are Plenty of Folders on the Market

but how many can be depended upon for every-day service? How many folders do you own, Mr. Printer, that are entirely free from "folder troubles?"

The

Anderson Folder

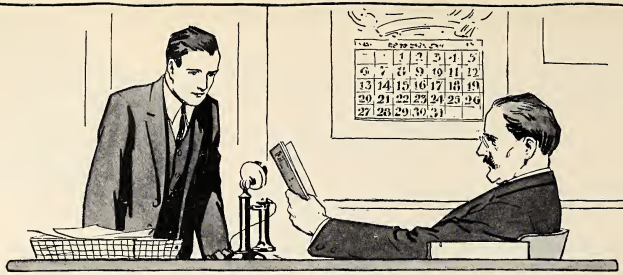
is the result of careful study of the weak points found in other machines, and comes at a period when printers and bindery departments are anxious for a relief. This company stands ready to back up its claims for the Anderson line—and we make all styles and sizes; therefore, get wise to folder efficiency at the right price.



Send for information, stating your requirements, etc., and we will do the rest.

ANDERSON FOLDER CO.

LAFAYETTE, IND.



"It Looks Worth Reading!"

WHEN a busy man says *that,* your printing has "scored" for your satisfied customer.

Your stock is the foundation of customer-satisfaction. It provides printed matter which forces attention, helps type arrangement, dignifies setting.

Warren Standard Papers

produce "certainty results," lower pressroom costs, help the uncommercial "effects" high-class trade demands. Long experience and rigid standardization have made them quality standards for all high-class booklet and commercial work.

The Paper Buyer's Guide—Sent FREE—

presents samples and printing effects, in half-tone and color, of all Warren Standards; also color schemes and arrangement hints. It makes stock choice easy, tells how are produced the velvety-soft photogravure effects of Cameo, or the minutely detailed effects of Lustro; gives hints for borders, idea aids, manifold "shop" suggestions. Write for it—it is free.

S. D. WARREN & CO., 160 Devonshire Street, Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated Book Papers

WARREN STANDARDS ARE CARRIED BY

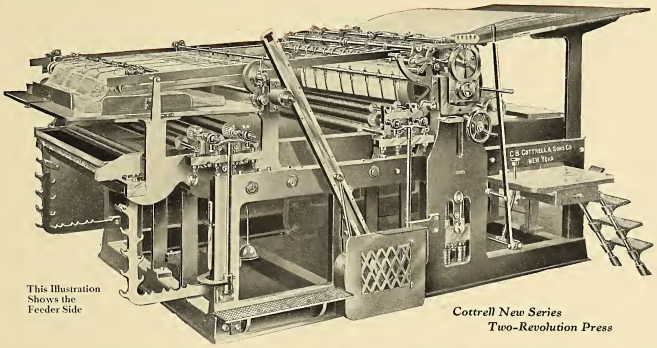
Baltimore, Md. - - Smith, Dixon Co.	New York City (for export only), National Paper & Type Co.
Boston, Mass. - The A. Storrs & Bement Co.	
Buffalo, N. Y. - - The Alling & Cory Co.	Philadelphia, Pa. - Magarge & Green Co.
Chicago, Ill. - - J. W. Butler Paper Co.	Pittsburgh, Pa. - The Alling & Cory Co.
Cleveland, Ohio - Cleveland Paper Mfg. Co.	Portland, Me. - - - C. M. Rice Paper Co.
Cleveland, Ohio - - Kingsley Paper Co.	Portland, Ore. - - - Blake, McFall Co.
Dallas, Texas - - Southwestern Paper Co.	Rochester, N. Y. - The Alling & Cory Co.
Denver, Colo. - - The Peters Paper Co.	St. Louis, Mo. - Mississippi Valley Paper Co.
Grand Rapids, Mich., Central Mich. Paper Co.	San Francisco, Cal. - Blake, Moffit & Towne
Houston, Texas - Southwestern Paper Co.	Scranton, Pa. - - - Megargee Bros.
Kansas City, Mo., Missouri-Interstate Paper Co.	Seattle, Wash. - - - American Paper Co.
Los Angeles, Cal. - Blake, Moffit & Towne	Seattle, Wash. - - - Mutual Paper Co.
Milwaukee, Wis. - Standard Paper Co.	Spokane, Wash., American Type Founders Co.
New York City, 32 Beecker Street, Sole Agent, Henry Lindenmeyr & Sons	Vancouver, B. C., American Type Founders Co.

Constant excellence of product is the highest type of competition



REASONS WHY THE

Cottrell is Best



This Illustration Shows the Feeder Side

Cottrell New Series Two-Revolution Press

On the Cottrell practically every adjustment needed in making ready is within easy reach of the pressman and the press is under his positive control for operating in either direction. These are features which cannot all be found in competitive makes.

On the Cottrell is the only really simplified convertible delivery. Can be changed from face up to fly delivery in from three to five minutes. Compare this with the time required on other makes.

On the Cottrell a more perfect and uniform distribution can be obtained than on other machines. Its equipment consists of four vibrating rollers working against ten composition rollers; two of the latter also vibrating in an opposite direction to their metal riders, and all composition rollers are interchangeable except the ductor roller.

On the Cottrell the mechanical design of the bed movement, the register rack and the supports at the line of impression insure the maximum speed with perfect register and an unyielding impression, resulting in a saving of time from the time the form is put on press throughout the entire operation, thereby producing the highest grade of work at minimum cost. Let us mail you our descriptive booklet.

Keystone Type Foundry

GENERAL SELLING AGENTS

Philadelphia *New York* *Chicago* *Detroit*
Atlanta *Kansas City* *San Francisco*

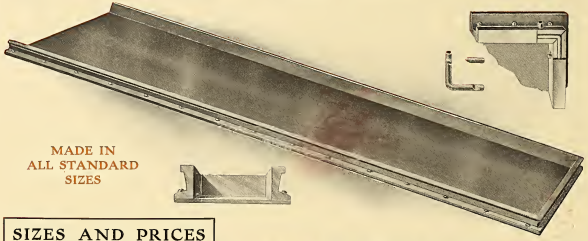
C. B. Cottrell & Sons Co.

MANUFACTURERS

Works: *Westerly, R. I.*
25 Madison Sq. North, New York
343 S. Dearborn Street, Chicago

Set in Powell Italic and Caslon Lightface. Printed on a No. 5 Cottrell

BUY PARAGON BRASS GALLEYS



MADE IN ALL STANDARD SIZES

SIZES AND PRICES

Newspaper Galleys

COLUMNS	SIZE INSIDE	PRICE
Single	3⅜ x 23½ inches	$2 50
Single	3¾ x 15½ inches	2 00
Single	3¾ x 11½ inches	1 75
Medium	5 x 22½ inches	2 75
Double	6¼ x 23½ inches	3 00
Double	6¼ x 15½ inches	2 50
Double	6¼ x 11½ inches	2 25
Triple	8¼ x 32½ inches	3 50
Four	10¼ x 23½ inches	4 25
Five	13 x 23½ inches	5 00
Six	15 x 23½ inches	5 50
Seven	17 x 23½ inches	6 25
Eight	19 x 23½ inches	7 00

Job Galleys

SIZE INSIDE	PRICE	SIZE INSIDE	PRICE
6 x 10	$2 00	12 x 18	$4 00
8½ x 13	2 50	14 x 21	4 75
9 x 14	2 75	15 x 22	5 25
10 x 16	3 25	18 x 25	7 00

Mailing Galleys

SIZE INSIDE	PRICE	SIZE INSIDE	PRICE
1⅝ x 30 inches	$3 00	7¼ x 23½ inches	$3 75
6¼ x 23½ inches	3 50	10 x 23½ inches	4 75

Linotype Galleys

15 ems or under

8 inch	$1 00	18 inch	$1 50
12 inch	1 00	22 inch	1 50
16 inch	1 25	24 inch	1 50

For each additional em over 15 ems, add 5 cents to the list price

Special Sizes

To estimate the price of Paragon Brass Galleys—sizes not listed—add inside width in inches and fractions, to one-half inside length in inches and fractions—multiply this sum by 20, point off two places and the result is the price of either Newspaper or Job Galley.

EXAMPLE:—For a galley measuring 9¼ x 25¾, take 9¼ (inside width) and add 11⅞ (half inside length) which together make 21⅛; multiply this by 20 and the result, $4.22½ would be the price of such a special galley.

For Mailing Galleys figure the same way but add 50 cents for closing ends.

THE ABOVE illustration of the PARAGON Brass Galley shows very clearly their superior construction. Our patent corner lock (shown in the upper right-hand corner) and the manner in which the sides are riveted to the bottom (not screwed on as others are) make these the most rigid and longest-wearing galleys on the market. Another feature which still further enhances their value to the printer is the peculiar shape of the sides (shown in the lower left-hand corner of the illustration). This projection or ridge at the top of the sides enables the workman to obtain an easy and firm hold when lifting the galley—a great saving in "pi" and the many delays arising therefrom

KEYSTONE TYPE FOUNDRY

Philadelphia New York Chicago Detroit
Atlanta Kansas City San Francisco

Set in Keystone's Powell and Caslon Old Style with 18 Point Border No. 18019

PRESIDENT LINCOLN'S GETTYSBURG ADDRESS

FOUR SCORE AND SEVEN YEARS ago our fathers brought forth on this continent, a new nation, conceived in Liberty, and dedicated to the proposition that all men are created equal.

Now we are engaged in a great civil war, testing whether that nation, or any nation so conceived and so dedicated, can long endure. We are met on a great battle-field of that war. We have come to dedicate a portion of that field as a final resting place for those who here gave their lives that that nation might live. It is altogether fitting and proper that we should do this.

But, in a larger sense, we can not dedicate—we can not consecrate—we can not hallow—this ground. The brave men, living and dead, who struggled here have consecrated it far above our poor power to add or detract. The world will little note, nor long remember what we say here, but it can never forget what they did here. It is for us the living, rather, to be dedicated here to the unfinished work which they who fought here have thus far so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us—that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion—that we here highly resolve that these dead shall not have died in vain—that this nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people, shall not perish from the earth.

Designed and lettered by
F. J. TRESISE,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
The Henry O. Shepard Company,
Printers and Binders,
624-632 Sherman street, Chicago.

"IMPOSSIBILITIES"



Simon Newcomb, the greatest astronomer of his time, and one of the greatest mathematicians who ever lived, once demonstrated conclusively the impossibility of mechanical flight. But mechanical flight is to-day an accomplished fact.

Wilbur Wright, the man who first succeeded in flying in the face of Newcomb's conclusions, believed in his turn that it was impossible to "loop the loop" in an aeroplane. But a while ago Pegoud did it, and it is now one of the commonplaces of aviation.

As recently as two years ago, reputable scientific journals declared that the idea of an automatic stabilizer for flying machines was an impractical dream. But a number of successful ones are now in daily use.

With the history of these and hundreds of other "impossibilities" before him, it is difficult to understand how an enlightened printer can bring himself to use the word when told that he can not only make more money, but actually produce *better printing* by using a moderate-priced cover-stock in place of the costly ones he *thinks* are necessary.

Yet there are still a great number of printers who insist on judging cover-papers by their prices, and it is mainly to them that we want to appeal in this advertisement.

If you are one of them—if you have the least doubt as to BUCKEYE COVER being *the best cover-paper you can get regardless of price* for the great majority of cover-jobs—you will be doing yourself a service as well as us if you will write *now* for the "Buckeye Proofs."

They are an interesting and instructive assortment of "impossibilities" from which you will be able to get many a valuable idea for increasing your business and profits.

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

THERE'S A DEALER NEAR YOU:

BALTIMORE	Dobler & Mudge.
BIRMINGHAM	The Whitaker Paper Co.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CALGARY	John Martin Paper Co.
CHATTANOOGA	Archer Paper Co.
CHICAGO	James White Paper Co. J. W. Butler Paper Co. The Chatfield & Woods Co. The Diem & Wing Paper Co.
CINCINNATI	The Whitaker Paper Co. The Cin'ti Cordage & Pa. Co. The Union Paper & Twine Co.
CLEVELAND	The Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DALLAS	Southwestern Paper Co.
DAYTON	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	Carpenter Paper Co.
DENVER	The Peters Paper Co.
EDMONTON	John Martin Paper Co.
GRAND RAPIDS	Central Michigan Paper Co.
HOUSTON	Southwestern Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co. Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LOS ANGELES	Zellerbach Paper Co.
LOUISVILLE	Louisville Paper Co.
MEMPHIS	Taylee Paper Co.
MIDDLETOWN, O.	The Sabin Robbins Paper Co.
MILWAUKEE	The E. A. Bouer Co. Standard Paper Co.
MINNEAPOLIS	McClellan Paper Co.
MONTREAL	Howard Smith Paper Mills, Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND	Zellerbach Paper Co.
OKLAHOMA CITY	Western Newspaper Union
OMAHA	Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co. The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Mfg. Co.
ROCHESTER	The Alling & Cory Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	Richmond Paper Co.
SPOKANE	American Type Founders Co.
SPRINGFIELD, MASS.	The Paper House of New England.
TOLEDO	The Central Ohio Paper Co.
TORONTO	The Wilson-Munroe Co., Ltd.
WINNIPEG	John Martin Paper Co.

FOREIGN SELLING AGENTS
Henry Lindenmeyr & Sons, London, England.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS: United States and Canada, $3.00 a year in advance. Foreign, $3.85 a year.

Vol. 52 FEBRUARY, 1914 No. 5

LIBRARY FEB 2 1914 PATENT OFFICE.

Why Some Newspapers Are Poor

By HARRY WHEELER DENNIE

"POOR commercial ability," I will admit, is a very wide term, and one which can be made to cover a long list of factors which will, at times, militate against the success of a newspaper; and because the list is so long I am only going to refer to a few of them, though I think they will be sufficient to illustrate the point I wish to make: that no man can hope to accomplish anything more than "breaking even" if he does not possess "horse sense" — the literal English term for commercial ability, generally speaking. Many will not do even that.

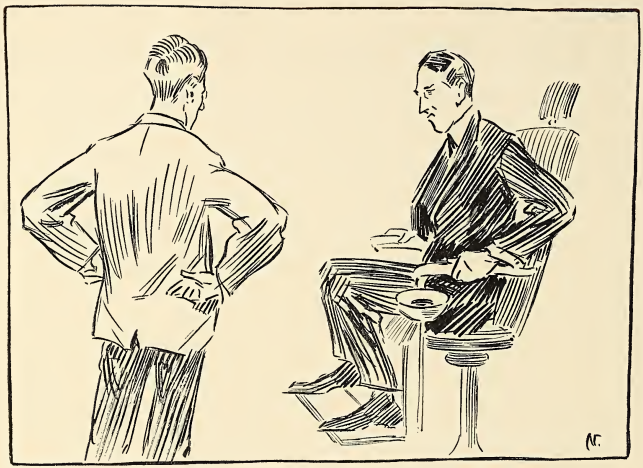
First and foremost, the employer must pay his help, and pay them in full, as regularly as a bank does its employees. If he doesn't — and there are more than one in that category — he loses in various ways. It doesn't take the average newspaper employee, working in any capacity from the devil to the man responsible for the editorial end, long to get sore at his pay being delayed or at receiving "orders" to be exchanged for anything from a meal ticket to a suit of clothes. What he wants is the cash; that, presumably, is what he works for; and while a suit or a meal ticket is, in a way, value received, the employee soon loses that spirit of independence which ought to characterize every man who works for wages.

Naturally, the man to whom the order is presented is bound, sooner or later, to ask, "Say, what is the matter with Blank? Doesn't he ever have any cash? He seems to be always busy and to have a good line of trade. What's the matter with him?"

And, believe me, while this talk of loyalty is all right when a man is drawing his full pay regularly every week, loyalty will soon wear out if conditions are otherwise. Hence he tells his questioner things that ought not go outside of the shop; that man tells another, and — well, there you are. I happen to know something about this matter at the present time, for I have been working for over a month on a daily and have not received more than one-third of my wages in cash for any one week.

True, I have had the value received which I previously referred to, because I was given an order for a good suit and hat, both of which I needed when I hit the town from off the road. Also, I have become the possessor of a full set of nice,

Entered as second-class matter, June 25, 1885, at the Postoffice at Chicago, Illinois, under Act of March 3, 1879.



"You must either pay cash or leave the teeth."

new store teeth, something I was also badly in need of. But here is the experience I had with the dentist after he had finished the job: I paid him five dollars down the day I had the few remaining teeth in my mouth extracted. He told me the whole thing would cost thirty dollars. When, after several visits, he finished his work, I rose from the chair, remarking in an offhand manner (I was flat broke then): "All right, Doctor, just make out your bill for the rest."

"But I can't do that, Mr. Dennie; you must either pay cash or leave the teeth in this office, if you go."

"But you advertise with my boss," said I; "can't you take it out that way?"

"I only carry a card that costs three dollars a month," said he, "and it would take eight months at that rate to pay the balance due, and I don't need any stationery just now."

"Well, suppose I give you an order on him," said I. "I suppose he will give you part cash, anyway."

"That's the trouble," he replied. "I don't think I could get it out of him. You certainly must know what his reputation is around here by this time."

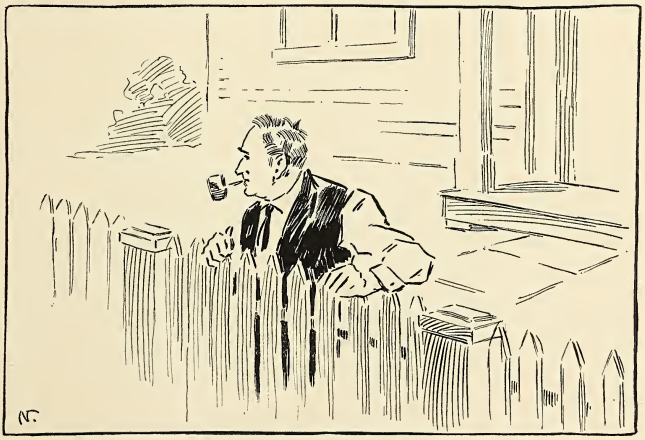
And I surely did. In the end, he squared the bill for me — after I had that amount coming, anyway. And that is the way he is with everybody. Just why, is more than I know. There is no ordinary reason why this paper should not be a paying proposition. This is an extremely prosperous western town, an agricultural center, of about seven or eight thousand, and this paper is the only

daily. The city is the largest on a trunk line railroad between one of forty-five thousand, two hundred miles north in another State, and one of ten thousand, about fifty miles south, and there is absolutely nothing in the line of competition — as a daily, I mean — east or west for hundreds of miles.

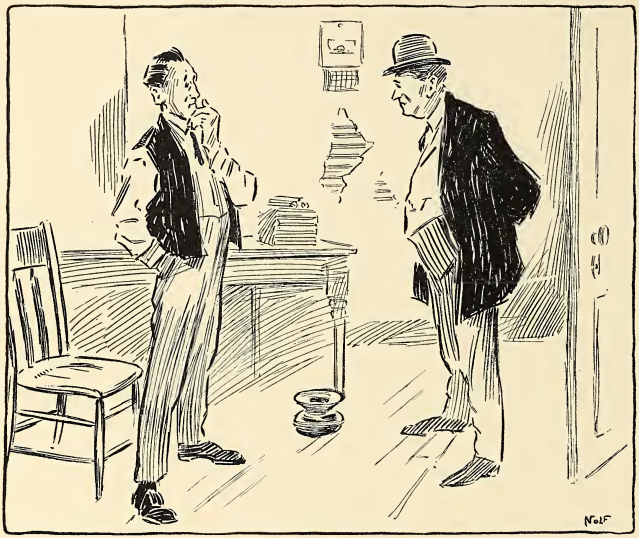
Yet this man has been here eight years, and for over two years has been in sole control of the sheet. The three printers constituting the mechanical force go through exactly the same experience that I do. Some time ago one of them wanted to quit and had to wait a week for his money — thirty-eight dollars. That, of course, represented parts of several weeks' salaries which were overdue. On many occasions the boss has given all of us bank checks for one dollar each, telling us to "take them to some place that is friendly," meaning that otherwise they might be turned down.

Now, then, he has over eight hundred subscribers, according to the sworn statement he filed at the postoffice since I came here. At five and one-half dollars a year this will amount to over forty-four hundred dollars annually for subscriptions alone. He carries a good line of ads., and, of course, there is a certain amount of jobwork; though not much, for the reason that people have discovered that it is never gotten out on time. However, the gross income ought to total ten thousand dollars as it now stands; yet we four never get our money in full.

As far as I have been able to see, the man does not drink at all — this is a prohibition town, by the way — neither does he gamble. He is married, has a very pleasant wife and two nice little children, and since I have been here I have heard



He looks for his paper as he does for the postman.



"No, I've been waiting for three days now."

a number of expressions like "Well, Blank's a nice fellow, but — " and that "but" conveys a world of meaning. He is a nice fellow; I never worked for a more agreeable man in my life, and my personal experience covers time on fifty-nine papers; but — he is not a business man and therefore will never make a success.

Take the matter of circulation — not only with this man, but with a great many others (I refer to local delivery); it seems to me that about half of the owners of papers in this country do not understand that their papers ought to be delivered with the regularity of a time-clock. They can not seem to get it through their heads that the tired business man, or working man, as the case may be, wants his paper — especially the afternoon sheet — "when he wants it," to quote the song; and that means that he looks for it with just as firm a habit as he does for the postman. And if he does not get it he is mad — and mad clear through; and the more he has to register kicks at the office the madder he gets, until in the end he simply drops his subscription in utter disgust if there is anything in the shape of a substitute in the town. My experience has shown that there are many more kicks on afternoon papers than on morning papers, simply because a man is not up as a rule when the morning sheet is off the press and ready for delivery.

"What's the reason the boy didn't deliver my paper this afternoon?" queries an angry voice over the telephone. "What am I paying for that paper for if I can't get it?" goes on Mr. Vox Populi, as he proceeds to berate everything in general connected with a newspaper or any other kind of a publication.

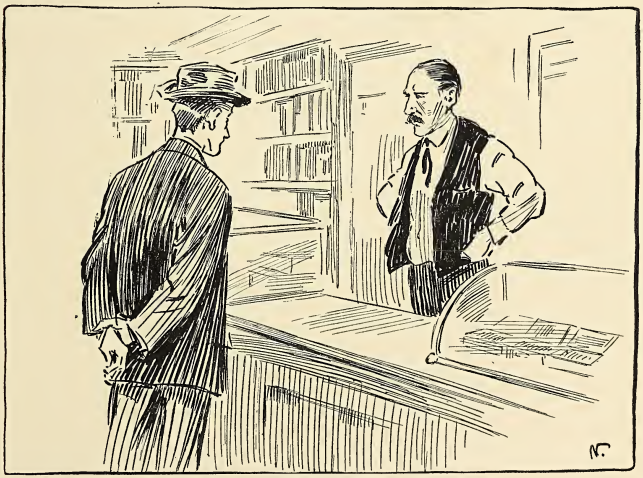
And then the man on the office end, if he happens to be connected with the circulation department, replies in that peculiarly soothing tone one uses toward a mad dog — not one with the rabies, you know; but if he happens to be on some other part of the sheet his reply is not likely to be quite so polite, which makes Vox Populi more irritable than ever as he rings off.

"Why don't you fire this bunch of boys and get some new ones?" I once asked an editor, who was also the owner of a paper in an Oregon town when complaints had been coming in almost every day.

"Well, you see, it's hard to get good boys here," and he carelessly dismissed the subject from his mind.

Now, I maintain that in any town of over five thousand, for example, it should not be hard to get good boys, especially for an afternoon paper. And don't you suppose it would pay the owner even if he did have to give them a dollar or so a week extra? But how many circulators of small papers believe this?

Then there is the subject of jobwork, which, generally, is so strongly allied with the small newspaper that it forms a part of this article.



"I want what I pay for."

"I want you to figure on two hundred and fifty menus for me," said a prospective customer last summer in a shop in the middle West where I was working. "When will you let me know?" And he fidgeted openly, evidently being of the nervous order.

"Drop in to-morrow and I'll tell you," replied the proprietor.

The man did, and again the following day, being put off each time by the always busy owner, until, his patience collapsing, he vociferated heatedly, "Say, Mr. Blank, I guess I'll go elsewhere. I've been in here now three times to get you to do something that ought not take you more than five minutes, and I'm sick and tired of it."

"But wait a minute — " began the boss.

"No, I've been waiting for three days now — not another minute — I'm going some place where they can attend to business when a man comes in. I would prefer to give you the order, but if you can't even take the time to figure on it you'll have to lose this time. Good morning." And out he stalked in a huff.

Simply lack of business ability — that is, the lack of understanding that the other fellow's time was worth something, and also that his patience had a limit.

Now, one more item. If there is anything that will make the average advertiser sore it is neglecting to make the agreed changes in his ads. — I mean where the publisher contracts verbally to make them.

I have had this kind of talk put up to me more than once when trying to get an ad. on some small paper where the functions of a reporter were combined with a little of everything else: "No, I don't care to give you an ad. I tried your paper for some time and discovered that all your employer seemed to want was the money at the end of the month. He agreed to do so and so, but didn't do it half the time. Sometimes it would be all right, but at times it wasn't attended to at all. Now, when I pay out my good money I want what I pay for, and your employer doesn't seem to understand that principle. If he did I would never have quit him."

These are just a few of the reasons why men do not succeed in the newspaper business of the smaller type — they do not apply what ought to be just ordinary common-sense ideas. They are slack because they were born so, I guess, and that means that they will never win out.

THE GAMBLER

The credit of good faith is never
Lost, if by a strong endeavor
We, the gamesters, play the game
And the welchers put to shame.
Life's a gamble? Let it be.
Let us play it, you and me;
Hold our faith as gamblers do,
The good sport's word's enough for you.

Expert Investigation

No. 2

By C. M. BUTLER

ALLOW me to contrast the pressroom of a larger plant with the pressroom of the printery investigated. On one floor of the larger plant fourteen cylinders run night and day. To comply with the labor conditions, seven pressmen and fourteen feeders would be all the help required to run these presses each day — and one of the pressmen could be an apprentice. But there are in this plant about nine pressmen and sixteen or eighteen feeders, and when these extra men are not otherwise employed they keep themselves busy jogging sheets or assisting the cutting-machine man. If two presses belonging to one pressman should happen to be down at the same time, an extra pressman jumps right in and puts a job on one of them — and they know in advance when two presses are going to be down at the same time.

A pressman quarters his make-ready sheet, and as soon as one section is marked out there are four or five feeders busy patching up, and before the fourth section is marked out the third is filled in ready to be placed on the cylinder. There is very little dead time in this shop; the wheels turn very quickly — and by that we do not mean that the wheels of the machines revolve quickly. Except on extremely long runs, this large plant does not allow presses to be driven the limited "guaranteed" speed, therefore they are always in good condition no matter how long they are used. Small presses are replaced by larger presses, and antiquated by modern; but they are always in good condition.

We said there was no dead time in this plant — it is a fact. Machines run eight hours daily, and practically ten hours at night. The hours are so arranged that the day gang can work two hours overtime before the night shift starts work, and the night shift also can work two hours overtime before the day gang starts. When the day gang comes on, the wheels turn the moment the bell rings. The presses are ready; every machine has been oiled, rollers washed and ink distributed between times by extra help. The shafting is inspected, a machinist sounds the iron-work three times a day, morning, noon and night, looking for flaws, and repairs needed are made out of the regular working hours. This plant gets eight hours running-time out of eight hours; our investigated printery gets eight hours out of eight and three-quarters hours, and loses a lot of time on make-ready by not having extra men to use on patching up, etc.

There is no union-labor law against employing extra help. Therefore, those operating the larger plant are wise. By using one extra man they save an hour a day on four machines. To buy four machine-hours for eight hours of a feeder's time is like getting a five-dollar gold piece for a silver dollar. Eight times that during twenty-four hours is a profit in itself. This profit would overcome a large part of the loss in a composing-room like the one in the plant investigated. The expert overlooked this. We were satisfied that by installing the system used in

the larger plant, a six-machine shop could produce the output of a seven-machine shop working under conditions such as existed in the plant investigated.

In a shop working night and day, hours should be so regulated that one gang does not have to do all of the overtime work. In our place the day crew quits at five o'clock and the night men immediately take up the burden. They work a little less than ten hours, and more on top of that when extra time is necessary. The men on the short shift can only work their eight hours. If a form is not ready at five o'clock, the press, pressman and feeder stand idle until it is ready. If the night crew started at seven o'clock there would be two hours leeway for the printer and publisher, with no loss of press running-time. If a job was wanted in a hurry it could be finished by the day men before the night shift started.

Now, as to all composing-rooms losing money; if this is a fact it should not be so. There should be no loss in any department. If it is necessary to do composition below cost in order to make money in the pressroom, the pressroom should stand the loss. If it costs one dollar and thirty cents an hour to produce a thing, it seems folly to sell it for one dollar. The whole trouble is, the employer does not charge enough for his employees' time plus overhead expenses. Jobs on which the amount of time required for composition can not be estimated are taken at a given price — and at such a low figure that profit is impossible. First-class houses do not give estimates on blind jobs. Presswork, especially platework, can be estimated with some degree of certainty, but there are very few jobs on which the composition can be correctly estimated. At two cents a minute a man for the cost of composition it does not take long to accumulate a dollar loss.

It is not always economy to allow the errand boy to put away material. If material accumulates on the deadstone and cases are empty it is economy to have a journeyman put it away. For a compositor to be forced to piece leads and slugs when the right sizes are to be had if in their places is a waste of time, just as picking sorts is an added expense. If a compositor accumulates a profusion of one kind or length of material when distributing, it will take no more time for him to put it away where it belongs than to give it to a boy to sort out of other lengths. Brass rules should always be put away, and never allowed to be banged around and accumulate in piles.

In an office of any size, a deadstone man is an important individual. It is not necessary that this man should do nothing but distribute — he should sort out material in such a manner that when distribution time came each distributor would have a different kind of type to dispose of, and thereby avoid conflict. Keep the men apart and out of each other's way. It is the easiest thing in the world to double up on time and have one man waiting idle while others work — whether setting type, distributing, or locking up. The expert did not see this.

This office — that is, the one investigated — is supposed to be equipped to do publication work. It is, in a sense. It has all the latest faces of type; but it does not go far enough. The ads. set are of the better kind; there is a tendency to have plenty of white space in them; yet there is not a pica slug, except the full page-wide slugs, in the place. There is not a lead or slug over twenty-five ems long, save a few double-column lengths; over twenty-five ems every lead and slug

is pieced. Almost every ad. is set with a rule border — two-point, three-point, four-point, etc. — and these rules are mitered and cut to sizes — page, half-page, quarters, etc. Instead of having leads and slugs cut to size, like thirty-three ems, to go with the down rules, one must build up with shorter lengths, justifying odd-point sizes with cardboard instead of having one-point and three-point leads.

The text is set solid. If the editor wants to run an article to a page it can be leaded either with one-point cardboard, two-point leads, or even double-leaded. Ordinarily these articles stand as written; they are neither cut down nor added to, and there is never a filler on the galley to be added at the discretion of the make-up man. More time is lost putting in and taking out "stuffing" than is consumed in the legitimate act of assembling the lines. We presume that the matter is paid for by galley measurement. The publishers kick on the amount of time spent on the work, but do nothing to assist in reducing it. The headings are all set full measure; there is no attempt to estimate the number of letters in a caption — if too few, they are spaced to fill. Box headings are set the same way — if there are not enough words to work out, square them up and space to fill. For this reason they can not be set on the linotype. With the editor's help a great amount of time could be saved. A few fillers could be supplied to be used in short pages; long articles could be cut down; the matter could be leaded on the machine; headings could be written uniformly and boxes allowed to run unevenly if necessary.

Of course this is not the printer's fault, but he could rectify some of these things by having an understanding with the publisher, who also is his employer.

To cut down the time of composition on ads., long leads and slugs should be furnished so that building up could be done with one piece where two pieces are now used. Twelve-point slugs, as well as six-point, should be supplied, and also three-point leads to use in building three-point rule up to six points. There should also be plenty of one-point brass leads for use in leading or aligning.

After working twenty-five years at the printing business, we have formed some ideas which we think are right. First, we think that the laboring people, in the main, are not dependents. They work because they have to, yet they expect to give full value in return for every dollar they receive as salary. They want to earn their salaries honestly. We believe it pays the employer to take the employee into his confidence. A friendly meeting once a month for the purpose of discussing the why and wherefore of things would result in much good. In a plant of any magnitude it would pay to put up a suggestion box, and it would also be found profitable to pay for every idea advanced that was found feasible.

Half of the men employed in this investigated plant could tell why things were as they were, and a remedy could have been found without calling in a ten-thousand-dollar expert. But you must have an employer fair enough, and foremen and superintendents strong enough, to see and carry out the ideas. A strong foreman will employ high-class men; a weak one will surround himself with mediocre help, playing favorites for protection. Flattery never accomplished a reform. Toadying brings disaster.

The foregoing is submitted for serious consideration. There is much meat to be picked from between the lines.

Know the Cost

By GEO. H. BENEDICT

THERE are many thousands of printers in the United States. The product of the printing-press stands sixth in value from the top of all industries. The printers themselves rank eighty-third in credit. The reason for this is that the printers' product is sold too close to the cost and, further, that a large proportion of the printers do not know the cost of their product.

No one will deny that if every printer knew the cost of every completed job, the prevailing low and unprofitable prices would surely change to higher and more generally profitable prices. Therefore, viewing the situation broadly, it seems plain that the most necessary thing for every printer to have is a

COST CALCULATOR

For machine work, add $2.00 per week for each $1,000 of cost of machine used.

MINUTES											Wage per	HOURS								
5	10	15	20	25	30	35	40	45	50	55	Week	1	2	3	4	5	6	7	8	9
.03	.05	.08	.10	.13	.15	.18	.20	.23	.25	.28	$ 6	.30	.60	.90	1.20	1.50	1.80	2.10	2.40	2.70
.03	.06	.09	.12	.15	.18	.21	.24	.27	.30	.33	7	.35	.70	1.05	1.40	1.75	2.10	2.45	2.80	3.15
.04	.07	.10	.14	.17	.20	.24	.27	.30	.34	.37	8	.40	.80	1.20	1.60	2.00	2.40	2.80	3.20	
.04	.08	.12	.16	.19	.23	.27	.31	.34	.38	.42	9	.45	.90	1.35	1.80	2.25	2.70			
.05	.09	.13	.17	.21	.25	.30	.34	.38	.42	.46	10	.50	1.00	1.50	2.00					
.05	.09	.14	.19	.23	.28	.33	.37	.42	.46	.51	11	.55	1.10							
.05	.10	.15	.20	.25	.30	.35	.40	.45	.50	.55	12									17.10
.06	.11	.17	.22	.28	.33	.38	.44	.49	.55	.60								13.65	15.60	17.55
.06	.12	.18	.24	.30	.35	.41	.47	.53								10.00	12.00	14.00	16.00	18.00
.07	.13	.19	.26	.32	.38	.44								6.15	8.20	10.25	12.30	14.35	16.40	18.45
.07	.14	.20	.27	.34								2.10	4.20	6.30	8.40	10.50	12.60	14.70	16.80	18.90
.07	.14										43	2.15	4.30	6.45	8.60	10.75	12.90	15.05	17.20	19.35
								1.65	1.84	2.02	44	2.20	4.40	6.60	8.80	11.00	13.20	15.40	17.60	19.80
					1.32	1.51	1.69	1.88	2.07		45	2.25	4.50	6.75	9.00	11.25	13.50	15.75	18.00	20.25
				.96	1.15	1.35	1.54	1.73	1.92	2.11	46	2.30	4.60	6.90	9.20	11.50	13.80	16.10	18.40	20.70
.20	.40	.59	.79	.98	1.18	1.38	1.58	1.77	1.96	2.16	47	2.35	4.70	7.05	9.40	11.75	14.10	16.45	18.80	21.15
.20	.40	.60	.80	1.00	1.20	1.40	1.60	1.80	2.00	2.20	48	2.40	4.80	7.20	9.60	12.00	14.40	16.80	19.20	21.60
.21	.41	.62	.82	1.03	1.23	1.43	1.64	1.84	2.05	2.25	49	2.45	4.90	7.35	9.80	12.25	14.70	17.15	19.60	22.05
.21	.42	.63	.84	1.05	1.25	1.46	1.67	1.88	2.09	2.30	50	2.50	5.00	7.50	10.00	12.50	15.00	17.50	20.00	22.50

Copies of the Complete CALCULATOR and Electros of the Blanks can be obtained from the Globe Engraving & Electrotype Co., 711 S. Dearborn St., Chicago, Ill.

method of calculating the cost of each operation and of the entire job, before taking the order and after completing the work.

It is certain that if every printer could be compelled by law or *reason* to install a systematic method of keeping track of the cost of his product, it would be of inestimable benefit to the entire craft.

As we can not make the law, let this be regarded as an appeal to *reason*.

To understand any cost system there are certain fundamental facts that must be fixed in the mind, namely:

1. A printer is a manufacturer, making things to order only, and as such has but two commodities to sell — labor and material.

2. A considerable portion of the printer's operating expense is for work that has nothing directly to do with the actual production of the things he manufactures.

3. The use of the equipment, the time and skill of the producing employees, and the material consumed are what he sells.

4. The charge for the article delivered must be sufficient to cover these items, *and every other expense, and make the profit.*

5. Only actual work on a job is productive and chargeable.

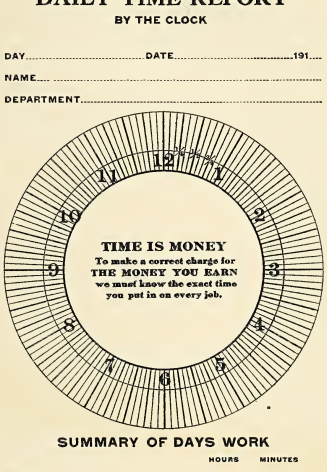
6. The chargeable labor is the time of every man, woman, boy or girl who works on the job.

7. The proportion of the labor-cost that is chargeable to the total cost of operating the business must be the basis of the cost charges.

8. The non-productive labor, and all other operating expenses, must be included in the hour-cost of the productive labor. There is no other way of getting these expenses into the cost of the work.

9. The idle or unsold hours must also be considered in arriving at the hour-cost. You pay your men for forty-eight working hours a week. How many hours of actual work do they deliver?

10. The material should always be charged at a percentage above cost.



In the printing business it is found that for every dollar paid to productive labor ninety cents must be added to cover the overhead expenses, also that the idle or non-productive time is a constantly varying factor. Less than ten per cent non-productive time is unusual, while more than thirty per cent unsold hours is frequent. The surest thing we know is that if a man is paid $20.00 a week, we must add $18.00 a week to his wages to cover the overhead expenses. We can only guess as to how many productive hours he will put in next week, but if we conjecture that he will not average more than thirty-eight chargeable hours a week the year round, we are only allowing for twenty per cent non-productive time, while the records of short periods often show double that amount.

Basing the hour-cost on thirty-eight sold hours allows for ten non-productive hours a week—one hour and forty minutes a day. If you have more it may be your own fault; if you have less you are to be congratulated.

Thirty-eight dollars a week for thirty-eight hours is one dollar an hour for a twenty-dollar-a-week man. This is the basis on which the calculator shown in the first illustration has been figured throughout.

JOB TICKET

DATE JOB No.

Quantity Article

No. of Pages Size of Pages

DAY DATE

PROMISED

STOCK

Inside

Cover

Buy from

COMPOSITION Like Copy Like Sample Neat

Machine Plain Fancy Heavy Light

Stone Proof to Revise

PRESSWORK

Color Inside Cover

Press Proof to

BINDERY

Block in Pad Top Left Right Bottom

Rule Punch Round Hole Open Eye

Perforate Number Commencing Number

Customer

Address

Delivered by

Charged Credit

SUMMARY OF COST

STOCK		COST $	COST ¢	ITEMS	COST $	COST ¢
Quantity	BOUGHT OF			Paper		
				Cover Paper		
				Card Board		

HANDLING STOCK		TIME H.	TIME M.	COST $	COST ¢		
DATE	EMPLOYE					Cutting Stock	
						Hand Composition	
						Machine Comp.	
						Corrections	

COMPOSITION		TIME H.	TIME M.	COST $	COST ¢		
DATE	EMPLOYE					Distribution	
						Make Up	
						Lock Up	
						Wash Up	
						Make Ready	
						Job Press	
						Cylinder Press	
						THE INK	

PRESS WORK		TIME H.	TIME M.	COST $	COST ¢		
DATE	EMPLOYE					Ruling	
						Padding	
						Perforating	
						Numbering	
						Folding	
						Stitching	
						Boxing	
						Shipping	

BINDERY		TIME H.	TIME M.	COST $	COST ¢		
DATE	EMPLOYE					New Material	
						Electros	
						Engravings	
						Extras	
						Cost	
						Price	
						Profit	
						Loss	

Now then—if you have no cost system we assume that it is for no other reason than that you dread the extra work, the mental drudgery and the hours of figuring to get the averages, and we assume you will welcome a system so thoroughly simple that there will be neither objectionable work nor cost in its complete operation.

The cost system here offered is so simple that there can be no reasonable excuse for not knowing the cost of every completed job. It requires no preliminary

figuring—all that you will need for a complete record of the cost of every job you turn out is—

1. A job register, which may be a plain blank-book.
2. A summary of cost, printed on the back of the job ticket.
3. A daily time report for the workmen.
4. The cost calculator.

The cost calculator is a ready reckoner. Just as a wage table is a ready reckoner that tells you the amount to pay a man for a definite period of time, the cost calculator tells you the entire cost for that same period of time. It gives the cost of the time put in—from five minutes to any number of hours—at wages from $6 to $50 a week. The figuring has been done for you.

The most necessary feature of any cost system is to have each workman keep a daily time report and put down the exact time put in on each job, which must be transferred to the summary of cost on the back of the job ticket.

If the cost calculator seems to give the hour-cost too high or too low, remember this—the cost calculator is based on a year's average, not in one plant, but in many. You will have good and bad months before you can strike an average. The good months must make up for the bad months.

This simple cost system is ready for use. It is self-starting—no expert accountant is needed—no special books—no change in your bookkeeping. All that is needed besides the cost calculator and the printed blanks is a list of employees with the wages paid each, increased by the proper amount to cover the cost of the machine used—$2 a week for each $1,000 of cost. The cost calculator will be automatic, because if you find it too high or too low you can change it by simply changing the figures in the column showing the wages per week.

Note this—the cost calculator can be used as a ready reckoner in connection with the Ben Franklin, United Typothetæ or any other standard, scientific, or home-made cost system by writing the name of the department in the "Wage per Week" column, on the line where the cost for one hour agrees with the average cost in that department.

The three reproduced blanks shown (one-fourth size) have been carefully prepared to make up an outfit for a complete cost system for any print-shop, and you have it all here without charge.

Be wise—get busy—know your cost. It will stop the leaks, the losses and the guesses, and show you exactly what you should charge for your product.

The man who does not know and will not learn the cost of the goods he sells is a menace to the business, dishonest to himself and disloyal to his family.

EXPERIENCE

When Old Experience tells his tale,
We, from his story, can avail
Ourselves 'gainst pains unnecessary—
To miss his lesson's foolish—very.

But, ne'ertheless, men tread again
The same old paths of other men:
Though warned by all—and all agree—
Each says, "Well—well! But, say, watch me."

When from Disaster's gruesome verge,
Skinned to a frazzle, they emerge,
Experience comes to them again
But looks quite different to them then.

They chant they are his great disciple,
And say their story, rich and ripe, 'll
Save a brother from a fall—
Does it save him? Not at all.

On the Street

No. 5

By WILLIAM ERNEST

THERE comes a time in the course of every undertaking when a retraction of old ideas and a substitution of new ones is necessary. And it is during these changes that progress is manifested.

I exude this simple bit of time-worn philosophy, not that I hope to tell somebody something, but solely for my own defense. Ella Flagg Young changed her mind, Teddy Roosevelt would like to, and Fra Elbertus does it every day, so why can't I?

When I first started to write this series of articles I had very decided ideas about selling printing. These were the first impressions of an inexperienced mind. Now, with a little more experience, I am ready to change some of those utterances, and in doing so feel that I am progressing in this interesting, absorbing business of salesmanship.

At first I scoffed at the idea that friendship was of any value in obtaining orders. After vainly soliciting all my friends for their printing I had concluded that *price* was the paramount word among buyers. Service and quality appeared as visions of something that might be but was not, so I neglected these two great selling points; hence my attitude at that time. I tried to become a price-cutter, or in other words, a guesstimator; but thanks to a good cost system, I was defeated and was compelled to shift my line of action toward substantial arguments and proofs in favor of quality printing and perfect service in order to justify my prices.

And it worked! I now have a non-competitive account averaging $600 a month, which is worth telling about: The buyer — a friend — advertising manager for a large manufacturing concern, concluded, by some unexplainable process of human reasoning, that I could be of some assistance to him in handling his printing. He wrote me a letter to this effect, which I answered in person, armed with my ever-present sample-case. This combination somehow proved effective, and I obtained some work with the understanding that it would be given my personal attention as to style and service. The experiment was successful, and to my care was entrusted the handling of his house-organ — a sixteen-page booklet printed in two colors. Our composing-room and pressroom foremen enthusiastically co-operated with me and we made of it a howling success. Now my friend sends me plain manuscript, the size of each job and what it is to be used for, and the typographical display, color of inks and stocks used is for me to determine. Could I ask for a better demonstration of what quality and service talk, backed up with results, can do?

So, a buyer's confidence in a salesman's ability to properly co-operate with him must be one of the greatest factors in selling, and this thought opens up a new line of action. I hope, eventually, to reach the point where I can be independent of off-hand prices; to establish a trade in which quality and service play the most important parts; to be able to demonstrate to the average buyer that first cost

is of no consideration as compared to ultimate results from the effect of well-printed messages. Surely this can be done in time.

As I have said before, my first impression of selling printing was that price was the first consideration, service next, and quality last. Now I am inclined to believe that in most cases the order is service, price, and quality. In some future article I hope to be able to say that I have progressed to the point where quality comes first, service next, and price last. When the latter is published, I feel that I will be announcing my success as a printing salesman.

Now that I have proclaimed myself anew I will tell of another experience which helped to bring about this change of mind:

Several weeks ago I gave a price on 100,000 price-lists, size 6 by 14 inches, printed both sides, on manila stock. There were six different lists for as many territories, and the number of impressions on each varied from 5,000 to 25,000. With two inserts, two folds, and each list fastened or "clipped" at the head, you can see that this was an extremely complicated job.

I submitted my quotations and was told that I was exactly $100 higher than the lowest bidder. But my quotations covered a four-day delivery date and that was a big consideration, inasmuch as the company expected to do $200,000 worth of business a month from the price-lists, and every day counted. In previous years the best service they had gotten was six days, so I had to go over the whole proposition with the buyer in order to convince him that I could give the service as quoted. Even then he was skeptical and would give me the work only on condition that I draw up a contract, signed by himself and the president of the concern I represent, covering the delivery date and penalizing my firm $100 if we failed to live up to it. This was accordingly done.

When I got the copy the market became very unsettled and it was three weeks before we could get the job to press. During that time the prices were changing constantly, and the buyer looked to me for any information concerning the job.

Everything went through satisfactorily and we delivered the job in three and one-half days instead of four. So, through good service, I got my price for the work, and through the attention I gave the job as it was going through the shop I have gained a good customer as well as some experience that is mighty valuable.

TIME

To clip a little of the cost, we pay
A debt to time, and doing so we say
We've made a saving by our strategy.

How little wisdom in this act we see
If tested by philosophy
Of life itself, of which time holds the key.



Who is this man? He is a Pressman. What is he doing? He is looking at a Sheet of Paper. Why does he look at the Paper so Funny? No. No. He is not looking Funny. He is looking Very Surprised and Cross. Why is he Surprised and Cross? Because he is having Trouble. Why? Because the Paper keeps changing the Cards on him. How? There are no two reams alike. Why are there no two reams alike? Because the Customer bought the Paper at a Great Bargain. Will the Customer expect to get a Fine Job? He Will. But why did the Boss take the Job and the Bum Paper? Because he didn't Think. Will the Pressman do a Good Job? He Will. Will the Customer pay for it? Yes, some of it. But the Boss will pay the most of it.

EDITORIAL

A FEW weeks ago, authorities in the financial world were predicting unusual business depression owing to the changes in the tariff and currency laws. Now we enter on the second month in the new year with the most optimistic and cheering predictions from the same authorities, which seems to give the ordinary citizen a still more profound faith in our collective ability to manage the country's affairs safely and fairly.

The Importance of the Census.

Accurate and available trade statistics are of very great importance to our industries. If each industry could obtain precise statistical data, the several fields of business could be much more accurately charted. The Bureau of the Census of the Department of Commerce has not had the active coöperation of business men in the preparation of the census. The cause for this lies in the fact that no organized effort has been attempted by the business-men's associations, commercial clubs, and other trade organizations to compile statistical data in the progress of business transactions. The census is taken every five years according to law. The census bureau sends out statistical blanks. The business man — and we use the term business man to comprehend manufacturers and others — finds it no easy task to fill in the figures desired. The request of the bureau is not complied with; or, if complied with, the information is given in a perfunctory way. Searching back over the year for figures may be easy in some instances where the transactions are simple and the books are well kept, but even then the work takes time. The field men of the census bureau are sent out and they slowly wring information out of the business world. The procedure is necessarily slow, and the results are of questionable accuracy.

What is required is for the several organizations in a trade to get in communication with the Bureau of the Census and adopt a form of monthly or yearly statistical blanks to be used in connection with the accounting system of each establishment in their particular industry. The statistics thus collected could be readily made available for the use of the several organizations prior to the collection of the data by the Census Bureau, and the individual trades and industries would profit therefrom besides immensely reducing the labor and time incident to the compilation of the census.

The statistical blanks filled in and brought down as a part of the accounting-work of each establishment would be ready for the Census Bureau on demand.

If the Census Bureau issued a series of blanks on the order of those used in the loose-leaf system, each blank confined to a single item, the recipient could simply discard the blanks covering items out of his purview and fill out the others from statistics he had compiled during the year.

The Census Bureau would be aided in this because it would not be necessary to pass the original data through so many hands. The original documents could be worked from more directly, and time and labor saved, and greater chances of error avoided.

But this is a matter of detail. The loose-leaf system is so well understood by experts that its application to the census merely needs to be suggested.

In correspondence with the Director of the Census, he has this to say:

"The Bureau of the Census has for some years been endeavoring to interest manufacturers in the statistics to such an extent that they would preserve records from which the reports could be readily prepared. One of the principal causes for the delay in the publication of the statistics of manufactures of the United States is the difficulty we experience in securing reports from the different establishments. At the last census of manufactures, which covered the year 1909, all of the establishments throughout the entire country were furnished with blank schedules upon which to make their reports by mail, but there was less than one per cent of the entire number that made complete reports. All the others were collected by personal visit of special agents. This field-work was not only expensive, but greatly retarded the compilation of the statistics. I am endeavoring

to organize the work for the coming census in such a manner as to facilitate the collection of the statistics. With this end in view, I am now trying to establish the form of schedules to be used and to interest the manufacturers so they will be prepared to make the reports promptly after the close of the year to which the census relates."

Introducing Cost Systems by Simplification.

Whatever kind of cost system is adopted, its improvement will be a matter of evolution, and every precaution should be taken to avoid making it top-heavy. If there is one thing more than another that excites opposition to a cost system it is "red tape" that does not justify itself in practical results. It may show itself in a mass of undigested reports, troublesome to make up in the shop and impracticable to use in the office, or it may take the form of volumes of data that no one looks at. Another form of red tape, not uncommon, is carrying small items of cost to such a degree that the process of determining them is more expensive than the items themselves.

There are conditions, too, that remain comparatively constant from year to year; and when a cost system has obtained the results by detailed methods for one or two years, that part of the system may be dropped and the results considered as a constant quantity.

Much depends on whether the employer is willing to engage a special cost clerk. If not, and the work is to be undertaken by the regular office force, the system must be one they can handle; and it must be a very simple system when the office clerks are not particularly capable. More will be accomplished by generalizing results in such cases than by putting in a complete system, which is bound to break down because the clerical force can not handle it.

In other words — the cost-finding must follow the lines of least resistance, and begin with a system as simple as possible, amplifying this and adding new features as the conditions allow. This is the best reason for beginning with a system which will serve its purpose and show where more complete methods should be applied. The size of the plant and complexity of the work will, of course, have some influence on the system both in the beginning and during its growth.

The good features of the cost system devised by Mr. George H. Benedict, described in detail and illustrated in this issue, are:

1. The clerical work is very small compared with that involved in any other system.

2. The figuring and the probability of omissions and mistakes are practically eliminated.

3. It may be used with entire success in small plants, or in large plants where the product does not represent a wide variety of work.

4. Its use will disclose where and why complete methods should be introduced.

We take occasion to say at this time that the only return Mr. Benedict has for his labors in this simplification of the cost-accounting problem is in the sale of the electrotypes of the system he has worked out, though any printer can set the forms for himself if he prefers. Mr. Benedict's accomplishments as a mathematician and investigator are of a pronounced and unusual character. He has given his advantages freely to the printing trades, and it is gratifying to note that the printing trades generally have an abiding sense of gratitude to men who, like George H. Benedict, W. J. Hartman and others, have given unusual talents, valuable time and devoted purpose to placing the printing arts on a sound business basis.

Railroad Freight Rates.

Printers have shared in the apprehension caused by the attitude of the Interstate Commerce Commission regarding the question of increasing railroad freight rates. They have been interested in two ways, as printers and as manufacturers. Railroad printing is an important industry, requiring special equipment, organization and centralization. If the Interstate Commerce Commission keeps the railroads marking time pending investigation — which may take upward of a year — the railroads must naturally be ultraconservative, and there will be very little printing. Freight service also must be handled cautiously. The railroad management must do the best with what it has. The need of the country, the need of the shipper, the need of the consumer may demand sympathy. But the balance-sheet says if service is wanted it must be paid for. "A condition, not a theory," faces the business world and the railroads, and that condition is amplified in the face of the greatest business possibilities the country has ever known.

We urge this advisedly and with full knowledge that the public has furnished the railroads with sufficient money to meet legitimate demands. Vast sums that should properly have been devoted to upkeep have been dissipated. If wrong has been done, the culprits should be punished. Speaking in a general way, the men who make the wheels go around are not among the guilty. The offenses were committed by manipulators rather than real railroad executives, or even real investors.

The people are aroused, their representatives are keen to protect their interests, and there is

nothing more certain than that money now secured for railroad purposes will be properly spent. It will be devoted to meeting the needs of the commercial world.

The rehabilitation of the railroads would give a great impetus to business generally, for, to quote President Wilson, "the prosperity of the railroads and the prosperity of the country are inseparably connected." So why hesitate? It is conceded the railroads must have the money some time in the near future. If that be so, delay is not only profitless but costly.

Apprentices and the Union.

Our contemporary, *The American Printer*, takes exception to the assertions of some of the speakers at the Printers' League dinner to the effect that the responsibility of giving apprentices a technical education lies at the door of employing printers. As THE INLAND PRINTER has been largely responsible for stimulating the latent interest of union men in technical education into activity, we venture to offer a few considerations which our contemporary has overlooked, and follow his line of argument.

Supposing we had no well-organized unions. Would the trade be benefited? We can not think so, for it is obvious that employers would be exposed to the machinations of irresponsible groups of discontented ones. As labor enters most largely into the cost of printing, the instability of wages would make competition so irregular and unfair that the advance of the art of printing would be difficult.

Supposing employers took on boys as apprentices to suit their own ideas, it is obvious that some employers would treat these boys well and educate them to the best of their ability; but it is also true that other employers would use them, exploit them, and cast them aside to take on other boys, a procedure which would certainly be detrimental to fair-acting employers and to the trade generally.

This would be and is the status of individualism and individual bargaining.

The money expended by *the public* through employing printers as wages for compositors last year — fifty-seven millions of dollars — was wages for services rendered. There was no understanding, expressed or implied, that workmen were to take upon themselves responsibilities to educate other workmen. However, the principle of collective bargaining, having brought to union printers so many advantages — and advantages to the employers also, though by no means unalloyed — gave them the conception that in marketing a *service* it was desirable to tax themselves to make that service as marketable as possible. The union has established a home for the aged and sick, has established a burial fund mounting to $400, and a pension fund out of its wages, and it has, perforce, a large bank balance. Its officers are all underpaid for the character of the work they do. Its books are examined by chartered accountants every six months.

In the past, the union and the employers have played a war game, and in the fighting words have been said and things have been done that have hurt the trade, and the influx of incompetents into the union ranks has been a part of the hurtful results.

Our contemporary is of the opinion that the union should spend more money on educational work. Our contemporary speaks out of inexperience with the facts. The union is spending its money on its educational work as fast as it can get the men to take the lessons. The instruction is not confined to union men, *it is open to any worker in the composing-rooms*, union or non-union, boy or man, woman or girl. If this phase of unionism is classed as altruism, and it is frequently proclaimed as such by enthusiastic friends, it is excusable.

The good work being done by the Typothetæ. the North End Union School, by Mr. Donnelley, Mr. Foote, and others, is surely not minimized by the union's efforts along educational lines.

It is certainly true that the schoolwork of the Typothetæ is not constricted by lack of funds, it is constricted by lack of willing pupils. The union's efforts and expenditures are under the same disabilities, more boys and men in the trade are wanted to take its course, for the union is ready to spend the money when it can get the material to spend it on. We are not discouraged, for we remember always that effective trade education is the infant idea of the industry. So far as apprentices are concerned, there are two ways for the union and the employers to settle that matter: Let the union select the apprentices and assume all responsibility, or let the employers hire as many apprentices as they desire with the proviso that they must give the apprentices the instruction they should have, and subject these apprentices to board examinations at stated intervals.

We offer these considerations, with no desire to find fault or bring up class distinctions. These questions must be considered squarely and logically, and we hope that our contemporary, *The American Printer*, will find in what we have said some reason to revise its judgments.



ARCHIBALD BINNY,
First Successful Typefounder in America.

He established the typefoundry in Philadelphia afterward owned by MacKellar, Smiths & Jordan, in its day the best and largest in the world.

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY

XIII.— HISTORIES OF PRINTING IN AMERICA—*(Continued)*.

MARYLAND, VIRGINIA, SOUTH CAROLINA AND NEW JERSEY.

BY HENRY LEWIS BULLEN.

THE sole contribution from Virginia to the literature of printing is the earliest poetical laudation of printing issued in America. William Parks, in establishing the first printing-plant in Williamsburg, Virginia, in 1730, published "Typographia. An ode, on Printing. Inscrib'd to the honorable William Gooch, esq.; his majesty's lieutenant-governor, and commander in chief of the Colony of Virginia," by J. Markland. The dedication reads: "The following piece, occasion'd by the setting up a printing-press in Williamsburg, justly claims a title to some share of your protection, as the subject-matter of it, the art of printing, owes to you its patronage and encouragement; whence, by a natural deduction, this ought as necessarily to follow the fate and fortune of that, as effects do their causes." The only known copy of this item is in the John Carter Brown Library in Providence. Virginia, settled in 1607, deliberately excluded printers for more than a century. A manuscript record informs us that: "Feb. 21st. 1682. John Buckner called before the Ld. Culpepper and his council for printing the laws of 1680, without his excellency's license, and he and the printer ordered to enter into bond in £100 not to print anything hereafter, until His Majesty's pleasure shall be known." It would seem that this printer's enterprise was nipped in the bud. His attempt was probably in Williamsburg. In 1730 came William Parks, appointed official printer for both Virginia and Maryland, with presses in Williamsburg and Annapolis, and a subsidy of £200 a year from each State, voted by the Assembly. He established the first Virginian newspaper, the *Virginia Gazette*, which continued until a few months after his death, April 1, 1750, while on a voyage to England.

In Maryland in 1689 we get a glimpse of a printer who is otherwise lost to history. None of William Nuthead's work survives, but a book of his printing was reprinted in London in 1689, entitled "The Declaration of the reasons and motives for the present appearing in arms of their Majesties Protestant subjects in the Province of Maryland. Maryland: Printed by William Nuthead at the City of St. Maries. Reprinted in London and sold by Randal Taylor, near Stationer's Hall, 1689." St. Mary's City was the first capital of Maryland, on St. Mary's River, in southern Maryland, near the confluence of the Potomac River and Chesapeake Bay. It is now a hamlet of three or four houses, an attractive church, and an endowed academy for young ladies, but no other business. For a few years it flourished, had its statehouse, streets, and residences of the aristocratic colonists, who settled there in 1632; then it was suddenly deserted, leaving, however, even now a few distinct traces of its former extent and activity. The tradition that printing was first practiced in Maryland in St. Mary's is stoutly maintained locally, and a marble stone in the academy is exhibited as the bed of the first press, the press in use when the official exodus to Annapolis occurred in 1694. A few years ago I made a pilgrimage to that out-of-the-way though lovely remnant of a capital city, and examined the alleged press bed. Undoubtedly it is a marble stone, and well suited for a bed of a wooden hand press, but marks of shooting-stick and of chase it has none. If William Nuthead or another used it, it was with unusual tenderness. I longed to find the traces of customary usage, and to carry the relic away for the Typographic Library and Museum. Suffice it to say no attempt was made to deprive the amiable dozen inhabitants of St. Mary's of their "historic" marble. St. Mary's City (for so it is still called) is also interesting as the last resting-place of Archibald Binny, the first successful typefounder in America, and originator of the typefoundry in Philadelphia which through MacKellar, Smiths & Jordan came into the possession of the American Type Founders Company in 1892. It was known that he came here from Edinburgh about 1795, with typefounding appliances valued at $888.80, and started typemaking with James Ronaldson, a baker, who had a little capital. They had a virtual monopoly from 1796 until 1810, and prospered. Binny retired in 1815, and disappeared from typographic history. I had the good fortune three years ago to discover a descendant of Binny, and thus to learn his subsequent history. The result of nineteen years of partnership was that he sold to Ronaldson his half interest for $62,000. With this sum, added to profits withdrawn from the business during the continuance of the partnership, he purchased the plantation of Portobello, on St. Mary's River, opposite St. Mary's City, consisting of five thousand acres. At his death in 1838 he had added to his wealth. The area of the plantation had been reduced to 1,214 acres; he employed fifty slaves, and operated a weaving factory, and sulphur and grist mills, and raised tobacco, corn and wheat. The residence at Portobello is a fine example of colonial architecture. Undoubtedly his was a successful career.

Maryland presents other doubtful matters. The second book printed there is supposed to be "The Necessity of an early religion. Being a sermon preach'd the 5th, May, before the Honourable Assembly of Maryland. Annapolis. Printed by order of the Assembly by Tho: Reading, for Evan Jones Bookseller, Anno Domini 1700." The next Maryland imprint is "The Power of the gospel, in the conversion of sinners. In a sermon preach'd at Annapolis, in Maryland . . . July the 4th. Printed and are to be sold by Thomas Reading, at the sign of tho (sic) George. Anno Domini MDCCIII." Except these we have no other record of Thomas Reading. I think it is probable that the Lord Baltimore did bring a printing-plant with him to St. Mary's City, which was removed to Annapolis, and as printers happened along they used the plant. Is it unlikely that either William Nuthead or Thomas Reading might have been the printer warned not to print again in Williamsburg, Virginia, in 1682? Clearly here is work for the historians. Printing was first firmly established in Maryland at Annapolis by William Parks in 1726, printer to the province, with another subsidy of £200 per annum, additional to a like payment made to him by Virginia for his work in Williamsburg — large sums in those times, paid for eight years. The subsequent history of Maryland printing may be traced in Evans' American Bibliography. There is abundant scattered material awaiting the historian, but only one book specifically relating to printing in Maryland has been published, "The First Book Printed in Baltimore-Town: Nicholas Hasselbach, Printer," George W. McCreary, Baltimore, 1903, 16mo, 48 pages, worth about $2. Hasselbach was the first to print in Baltimore. He was born in Germany, but learned printing with the Sauers of Germantown. In 1755 he was employed as a papermaker in a paper-mill on the Wissahickon River, near Philadelphia. Well supplied with English and German types he started his press in Baltimore in 1764,

printing schoolbooks and catechisms mainly. He continued until 1770, but strange to say only one copy of one book printed by him has been preserved. (Schoolbooks wear out quickly.) It is in the library of the Maryland Historical Society. It is the history of a dispute about church money matters between John Redick, of Tom's Creek (author), and Hugh Scott, of Marsh Creek, both near Gettysburg. Hasselbach's widow continued to print until 1773, when she sold out to William Goddard, the founder of the *Baltimore American*, a paper still very much alive. Hasselbach's estate was valued at $50,000. Baltimore is now and always has been a printing center, active beyond

iron rails. Perth Amboy was also the capital of the province. The great province house is still there, in which (among other royal governors) William Franklin resided — he, the son of the great Benjamin. Was he illegitimate? Students of Franklin's life have recently found and published some evidence that William was the ante-nuptial son of Benjamin and his wife Deborah, with whom the child lived constantly after their marriage in 1730. Descendants of the Parker family to which New Jersey's first printer belonged still reside in Perth Amboy, and the family is eminent in the past and present affairs of the State. James Parker learned printing with William Bradford in



Residence of Archibald Binny (retired typefounder) from 1815 until his death in 1838. Portobello, a plantation on St. Mary's River, opposite St. Mary's City, Maryland.

any other city of the same population. Some of the best printing of the present time is done in Baltimore. It is respectfully suggested to the printing fraternity of "Baltimore-Town" that a history of printing in Maryland is needed. While Hasselbach was printing in Baltimore a missionary was explaining to the Indians that the Bible was "the work of God." An Indian asked: "Did the great spirit make this book?" The missionary said it was so; to which the Indian replied: "I believe it is one big lie! I go to Baltimore last month. I see Dutchman make him. Great spirit want no Dutchman help him."

New Jersey's first permanent printer was James Parker, whose plant was operated in the village of Woodbridge, near Perth Amboy. In ante-railroad days Perth Amboy was an important place on the route of travel from the South to New York. From Philadelphia by boat on the Delaware to Burlington, thence by foot or horseback or vehicle to Perth Amboy, thence by boat on New York Bay to the city. Many towns that were active printing centers in colonial times have been similarly side-tracked by the New York. His apprenticeship indenture is dated January 1, 1726, to run eight years. Bradford advertised him as a runaway apprentice in his *New York Gazette* of May 26, 1733. He probably absconded to Philadelphia, as in 1741-2 Franklin signed partnership papers with Parker, and they started a printing-plant in New York, and a newspaper, the *Weekly Post-Boy*. Franklin supplied the plant, and took one-third of the net profits. The connection between these two men lasted until Parker's death in 1770. Parker established his plant in Woodbridge in 1751. As he was a prolific and exact letter-writer and carried on a constant interesting correspondence with Franklin (who preserved all letters received and written) we have ample materials for a history of Parker. Most of the Parker-Franklin correspondence has been printed in the Proceedings of the Massachusetts Historical Society, series 2, vol. 16. Prior to Parker, printing had been practiced for brief periods in Perth Amboy by William Bradford, in 1723, and in Burlington by Samuel Keimer, in 1728, B. Franklin working there for said Keimer. The second printer in New Jersey

was Isaac Collins, in Burlington (1770), then in Trenton in 1778, where he continued until 1796, when he went to New York. The business continued in New York successfully until 1884, when it was sold to Harper & Brothers. Isaac Collins issued in 1777 the first permanent newspaper in New Jersey, the *New Jersey Gazette*, which continued to 1786. It was subsidized by the Legislature, then busy with the War of Independence. Addressing the Legislature, Governor Livingston said: "It would be unnecessary consumption of time to enumerate all the advantages that would redound to the State from having a weekly newspaper printed and circulated in it." The Legislature there-



Tomb of Archibald Binny, America's first successful typefounder, in churchyard at St. Mary's City, Maryland.

upon guaranteed seven hundred subscribers at 26 shillings per year. Contrast this modern action with the medievalistic instructions issued to the royal governor of New Jersey in 1702: "Forasmuch as great inconveniences may arise by the liberty of printing in our said province, you are to provide that no person keep any press for printing . . . without your especial leave and license first obtained." The second newspaper in New Jersey, the *New Jersey Journal*, Shepard Kollock, printer, was also started (in 1779) under subsidy, at the request of the generals of the Continental army. New Jersey was then the battle-ground of that war. Kollock, a printer, was a young lieutenant. The paper was intended to keep the people of the State apprised of the course of events, and to sustain their patriotism at that critical time. It was issued in an obscure village — Chatham. After the happy ending of the war Kollock moved the paper first to New Brunswick, then to Elizabeth, where it is still published as the Elizabeth *Daily Journal*. Kollock retired from printing in 1818, was postmaster until 1829, and for thirty-five years a judge of the Court of Common Pleas. He died in 1838. The fine mental and moral fiber of many of the earlier American printers is disclosed by the tenacity with which they carried on their printing through adverse conditions to ultimate permanent success. Few if any families have been or are more influential in New Jersey than the Parkers. Both the Collins and Kollock families still flourish influentially; so also does the Binny family. The master printer of colonial days was a personage to be reckoned with. "Reminiscences of Isaac and Rachel (Budd) Collins, with an Account of some of their Descendants, together with a Genealogy of the Collins Family; and a History of a Reunion held at Philadelphia, May 9, 1892," Philadelphia, 1893, 8vo, illustrated, 164 pages, worth about $4, enables us to trace the history of the printers of the Collins family, founded by Isaac, the second printer in New Jersey; and the whole early history of New Jersey printing is authoritatively outlined in "Some New Jersey Printers and Printing in the Eighteenth Century," by William Nelson, Worcester, published by the American Antiquarian Society [founded by that great printer Isaiah Thomas], 1911, 8vo, 44 pages, worth about $2. Mr. Nelson is the leading authority on the history of New Jersey.

The next paper will deal with typography in other southern States, including an account of Sequoya, the Cadmus and Gutenberg of the Cherokee Nation.

THE QUESTION OF DELIVERY.

Are you one of those printers who carefully keep the cost of the work done by their delivery department in packing, shipping and delivering their output?

Do you know just how much it costs to pack and deliver that little order of one thousand letter-heads or bill-heads?

Suppose you were to keep a record of these things, ye small printers who think that your shipping is too small an item to take any account of; what would be the results?

Only a half-sheet of paper, or a short piece of the roll, a yard or so of string or less of gummed-paper tape and a few minutes time. That is all it takes to get a little package ready for delivery, but if you were to count it very carefully you would find that it really costs about 10 cents. Then the boy's time making the delivery and perhaps a couple of carfares, or say only one because he took another lot on the same trip and divided the expense. And we almost forgot the label and receipt and the time for filling them out.

Quite a formidable array for such a little thing. Only took two hours yesterday, you say, to get out all the work for the day, and the boy was all through before three o'clock. Perhaps, but did he produce anything for the rest of the day, and whose two hours were they?

The actual expense of delivery for the average small job is from 15 to 25 cents, and in estimating, a charge of never less than 25 cents should be added for delivery. It is the omission of these little charges that wreaks the smaller printers and keeps them poor. They may run their presses as fast, get as much work out of their compositors and buy their stock just as cheaply (?) as their larger competitors, but the little things that they leave out are keeping them with their noses to the grindstone and spoiling their profits and their tempers.

Add this little 25 cents this year and see what a difference it will make. You will be surprised to find how readily the customer will pay it, and how great a sum total it will be in twelve months.

Written for THE INLAND PRINTER.

PROOFREADERS' CHANGE OF WORD-DIVISIONS.

BY F. HORACE TEALL.

THE division of words at the ends of lines is unavoidably a matter which must first be decided in some way by the compositor, as no one can tell beforehand just how much each line will contain; that is, the choice of syllables must be made by him, according to the space he has to fit them to. His knowledge of the proper division into syllables may be and should be made accurate and certain by placing before him a simple system that may be learned easily; but no system is possible for determining which of the syllables must end a line. Differences of opinion are so many, as to where one syllable properly ends and the next one begins, that the utmost simplicity and regularity attainable must leave some probability of occasion for correction on proofs.

An element of uncertainty remains which can not be eliminated, but which can be very much reduced. How much correction of divisions should be marked on proofs? Practice must be regulated by circumstances so widely different that this question can not be answered to the satisfaction of all.

On daily newspapers in general a proofreader must practically never mark one changed except in case of extreme error. Syllables differently treated according to real differences in systems should never be corrected, unless the proofreader has orders to correct them, which he probably never will have. Sometimes such forbearance is the best policy on book-work also, but not always. It is always wise for a proofreader to request general instruction, if it is not provided, as in a style-card. Even when there is a style-card he will find it worth while to ask, for sometimes the rules of the card do not mean that the proofreader must always conform to them, but only that correction must be made that way if at all.

A ready and trustworthy means of securing consistency in division by compositors, which will eventually leave no occasion for change by proofreaders, is now provided in the New Standard Dictionary. An order to follow that dictionary is all that is necessary, except, of course, provision of a copy of it for reference. Not that compositors should be expected to refer to the dictionary continually. That they will not and need not do. But the proofreader should use the dictionary just enough to know what it says well enough to be sure he is following it correctly, if he is told to follow one. Then, if that one is the New Standard, all the compositors will need as an aid to consistency will be a list consisting of one word of each kind that is separable as a category, with direction to divide every similar word—that is, every word having the same letters associated as in it — in the same way.

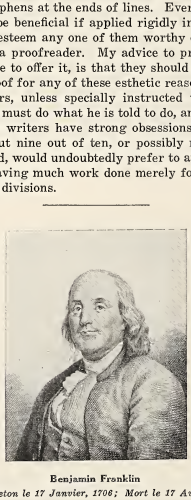
This would be impossible with the only other dictionary that ever attempted specifically to supply a guide for printers' practice. We are told in advertisements that the Public Printer says the Webster's New International Dictionary is the Government Printing Office authority for compounding and dividing words. Would he make it the authority if he knew it had such contradictions as story-writer and letter writer? It has many of them. It is a mass of confusion in this respect, but more systematic in division, in that in syllables the difficulties are treated according to a stated system.

Can it stand as the deliberately adopted authority on syllables when it is known that it divides ser-vile, but serv-ant, abun-dant, but defend-ant? Can that be chosen as against ser-vile, ser-vant, abun-dant, defen-dant, as they appear in the New Standard? In the latter work every such word is the same as every other word just like it. The other work gives the same consistency in all words ending in tive or sive, as ac-tive, defec-tive, objec-tive, progressive, but that is all.

Nearly all sets of rules begin with the rule to divide compound words between their component members; but this is not needed as a rule, since everybody knows that they may be so divided, and the rule may be misunderstood to mean that they always must be. A compound word is divisible on any syllable, but it is better to get the whole of the first element into the first line, just as it is better not to divide any word when it can be kept together with good spacing.

No word should be divided anywhere except at the end of a syllable. But the crux of the whole problem is the determination of what letter really ends the syllable. This determination differs in its result according to personal differences in reasoning. What my personal determination is may be seen in the New Standard Dictionary, for the whole work in this respect is as absolutely mine in every detail of decision as it would be in a separate book written by me without assistance or advice by anybody. If a man finds ser-vile there he is safe in assuming that ser-vant, ser-vice, etc., are also there, without taking the trouble to look again.

Much stress is placed by some rule-makers on the avoidance of division on certain syllables, with special injunction not to turn over two letters; also particular objection is made to the appearance of more than two successive hyphens at the ends of lines. Every one of these rules would be beneficial if applied rigidly in composition; but I do not esteem any one of them worthy of a moment's attention by a proofreader. My advice to proofreaders, if I may venture to offer it, is that they should never mark a change in proof for any of these esthetic reasons, especially on newspapers, unless specially instructed to do so. Of course a man must do what he is told to do, and some printers and some writers have strong obsessions that can not be cured. But nine out of ten, or possibly ninety-nine in every hundred, would undoubtedly prefer to avoid the extra expense of having much work done merely for the purpose of correcting divisions.



Benjamin Franklin

"Né a Boston le 17 Janvier, 1706; Mort le 17 Avril, 1790."

Half-tone from an engraving by Bertonnier.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

WHAT IS A PROPER NAME?

To the Editor: MEDINA, OHIO, Jan. 8, 1914.

In a paper published by a friend of mine the proper name of a corporation was printed "Anti-Saloon league." I wrote him about it and asked why the most important word in the name was not capitalized. I also condemned the use of a capital for the second element of a compound word unless it is always capitalized. The defense is that there is no more reason for printing "league" with a capital than "party" when referring to the Republican party or any other political party. Here my friend does not reason well. In fact, he himself would not use such fads as Young Men's Christian association, the Woman's Christian Temperance union, the Young People's Society of Christian endeavor, or the Grand Army of the republic. Why? Because these terms are the proper names of organizations using them exclusively, independently of what they do. These names are the *who* but not the *what*.

When referring to a party, however, the case is different. Parties are not organized as corporate institutions. They are simply divisions of the people with an arbitrary name, for convenience. In the same way we speak of the American people — that is, a people having an arbitrary name; and yet no one would write it "American People." But a bank, for instance, might use the name "First National Bank of the American People"; but in the latter case a small p for the last word would be the last word in the matter of bad taste.

The utter anarchy in our newspapers in regard to the use of capitals is to be deplored.

In writing the letter in question I also claimed that commas should be used to enclose parenthetical expressions; as, "Mr. Wilson, President of the United States, has left Washington"; "John Smith, of Chicago, has gone to Detroit." He says I fly in the face of authority by so doing, and side with the dailies. So much the worse for authority. Good for the dailies! In my own local paper I am continually annoyed by information like this: "John Fisk, wife and daughter of Cleveland called on us last week." How a man can be the wife and daughter of Cleveland is not related.

What is a good rule here? Try this: When a man's name is habitually and necessarily an adjunct to his residence, or vice versa, no comma is needed after the name. The most notable case is "Jesus of Nazareth." The residence was attached to his name to identify him from other men of that very common name in Jewry. Again, suppose two men known by the same name are in the Senate. One is from Illinois, one from Maine, both named West. Then I would speak of Mr. West of Maine or Mr. West of Illinois, using their residence as a part of the name, or in apposition to it. But otherwise it would be better to say, "Mr. Hobart, of Ohio, was called to the floor." Here the residence is added as a mere interjected piece of information, and hence is parenthetical.

If my friend will show any authority that will controvert my position I shall be glad. I am sure Mr. Teall will indorse my statements, and I know Wilson's Punctuation does. W. P. ROOT.

PROOF MARKS AND THE PRINTER

To the Editor: CHICAGO, ILL., Jan. 3, 1914.

The complaint of Mr. George Frank Lord which appeared under the above caption in the last issue of THE INLAND PRINTER was certainly well founded, as any printer or proofreader should see instantly the meaning of the word "delete" in any such case. It may be, however, that the mistake occurred in consequence of unfamiliarity with that term, as it is seldom used. Its "highly fantastic symbol, somewhat resembling a lower-case 'd'," as Mr. Lord describes it, is "standardized" and used by those who have regard to its proper shape — a specialized form of the initial letter of the word delete — but which, unfortunately, is so twisted, distorted and perverted by careless users as to be sometimes unrecognizable. Its variations include similarity to a knot in a piece of twine, a kink in a garden hose, or the tendril of a grapevine. These variations certainly are "highly fantastic," and should be reformed. In the majority of first-class printing-offices in the East and of England, these variations are not tolerated, and should not be in any printing establishment.

That the dele-mark and all other proofreaders' marks are standardized is proved by the uniformity of their exemplification in such works as MacKellar, Smiths & Jordan's Printers' Manual, the Century Dictionary, Funk & Wagnalls' Standard Dictionary, Stormonth's Dictionary of Inflected Words, the New International Encyclopedia, and in the I. T. U. Course of Instruction.

If authors, editors and proofreaders (including railroad clerks who read tariff proofs) would but take the pains to inform themselves regarding the standard proofreaders' marks and conform strictly thereto, compositors would soon learn to recognize exactly what is meant by any particular mark.

There are other methods, or rather lack of method, in marking corrections which are objectionable and trouble-making, such as marking an error in some very small space in tabular work and in almost infinitesimal size, without any marginal mark to call attention to it. Catching sight of such a mark is more accidental than otherwise. Then there is the other extreme, when a correction is marked a long distance from the error and a tracer-line drawn from

one point to the other. In case of a number of such marks, they cross and recross each other in a very confusing manner. The proper way is to mark each error, as nearly as practicable, in the margin opposite the line involved.

S. K. PARKER.

WILLIAM E. STUBBS MAKES REMARKABLE RECORD ON LINOTYPE.

To the Editor: BALTIMORE, MD., Jan. 16, 1914.

Thinking you might be interested in a remarkable linotype record made by William H. Stubbs, of the Baltimore *Sun*, I send you the following synopsis:

Without preparation, and setting copy from the hook, on Saturday night, January 10, Stubbs turned out 2,906 lines (linometer) nonpareil in exactly seven hours. His product, twelve and one-half picas measure, was 72,650 ems, or an average of 10,378 ems an hour. He set ordinary news-matter, dumped his "takes," made his corrections and carried the corrected lines to the corrector. In the seven hours, he left his machine forty-two times, in which he lost as many minutes, though no account of this was taken. Stubbs has always been accustomed to a nine-line speed, and it will be seen from his record that he nearly equaled the capacity of the machine during his actual working time. In the last hour he put over 11,375 ems, or 459 lines, and left his machine five times. In the night's work he handled all sorts of copy — manuscript, typewritten, reprint, sporting reviews and names. He had no pick-ups or recasts, and inserted his heads and dash-lines.

The accuracy of this record is vouched for by Fritz Mergenthaler, a half-brother of the inventor of the linotype, who has charge of the *Sun*'s battery at night. Mr. Mergenthaler attended the machine and noted the progress hourly being made by Stubbs on the linometer.

Stubbs' best previous record "off the hook," which was also the record for the *Sun*, was 2,789 lines nonpareil for seven hours. He did that about ten years ago, and it was regarded with amazement at that time. Operators everywhere know that the *Sun* is not an office where "everything goes." The style-sheet is rigidly enforced, errors are marked and properly corrected, and uniform spacing is required. There was no laxity in these rules for Stubbs on Saturday night. So it will be readily comprehended that this is another marvelous linotype record even for "Billy" Stubbs, whose reputation as a "swift" is universal.

In 1899, when he was only twenty-two years old, he hung up the world's competition speed record for a purse of $1,000 in Philadelphia, his opponent being a local operator. His average in that contest was 12,021 ems nonpareil, corrected matter, for five hours and thirty-three minutes. Shortly before that, Stubbs set in exactly two hours, 28,147 ems nonpareil (uncorrected), twelve and one-half picas, in an exhibition performance in the composing-room of the Baltimore *Sun*, the machine running ten lines to the minute.

Stubbs is a scientific operator. He gets all there is in the machine without expending useless energy. By the application of the method of manipulation which he himself has devised, he conserves his strength and produces a large output with only ordinary exertion.

"Billy" is the same Stubbs who wrote "Stubbs' Manual: A Practical Treatise on Keyboard Manipulation." This book is known wherever the linotype is used. This work has been of great assistance to operators not only through increasing their output but in teaching how speed can be attained without sacrificing nerves. In short, the system Stubbs has set out in his manual demonstrates by his own performances on the linotype the superiority of scientific manipulation of the keyboard over haphazard punching of the keys or the burning up of nerve energy by fighting the machine with brute force to produce results.

"Billy" always takes it easy, and he's always "there" when there's a hole to fill on a busy night.

HENRY A. MCANARNEY.

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

ON November 21, 1913, the London *Evening News* issued its ten thousandth number.

THE master printers of Leicester have agreed to give their men an increase of 1½ shillings (36 cents) per week.

A COURSE of eight lectures is being delivered at the St. Bride Foundation School, Bride Lane, London, on the development of letterpress printing and book illustration, and on the history of the printing-press. The lecturer is R. A. Peddie, librarian of the St. Bride Foundation Typographical Library. The first lecture was delivered on the evening of January 12.

A FIRM of printers were brought before the Bromley (Kent) police court, on the charge of having posted an advertisement so placed as to disfigure the natural beauty of the landscape at Farnborough, but were lightly fined (40 shillings and costs) because of their ignorance of the Advertisements Regulation Act, this case being the first coming to court under this new law.

WILLIAM W. FOX, for thirty-three years overseer of Waterloo & Sons' letterpress department and in later years editor of *Caslon's Circular*, died on October 27, aged sixty-five. It was in a great measure due to his efforts that the American point system of type bodies was established in England. He was a frequent contributor to printing-trade periodicals, and invented a lay for type-cases which is a great improvement over the time-honored but practically inefficient usual lay of the case.

GERMANY.

AN addition to the building of the government printing-office will be begun shortly.

AN English paper, under the title of *Anglo-American Journal*, has been started at Frankfort-am-Main.

A COURSE of instruction in cost-finding is being taught Monday and Thursday evenings this winter in the printing-trade school of Munich.

OVER six and a half million decks of playing-cards are sold annually in Germany, which means that eighteen thousand decks are used up daily.

THE city of Stuttgart has appropriated 10,000 marks ($2,380) to assist in having its book-trade make a creditable showing at the international graphic-arts exposition at Leipsic.

THE *Vossische Zeitung*, one of Berlin's leading dailies, was recently sold to the great publishing house of Ullstein & Co., the purchase price being $5,500,000 marks ($1,309,000). This includes the building and ground property of the paper.

THE statistic year-book of the German empire for 1913 gives the number of masters' associations in the polygraphic arts as 6 national, 48 provincial or district, and 78 local. These 130 associations have 5,223 members, who employ 74,004 workers.

It is reported from Bromberg that, on October 29 last, the office and the new machines of the *Dziennik Bydgoski*, the radical Polish newspaper of that city, were ceremoniously blessed and consecrated by the clergy, of whom seven representatives were present, as well as a large number of delegates from societies and institutions.

A valuable series of composition layouts is presented in a new publication, "*Lernhefte für Schriftsetzer*" ("*Instruction Sheets for Compositors*"), issued by Alfred Wendler, Scharnhornstrasse 10, Braunschweig. The first number has twelve pages of layouts of all sorts, accompanied by six pages of explanatory text. These layouts or studies in form composition will save much time to the typographic designer and are well worth the price, 1½ marks (36 cents).

Max Krause, proprietor of the noted Berlin paper-products concern bearing his name, died on October 16 last, aged seventy-six. How much he loved his work is indicated by a clause in his will: "It would please me to have my body repose in a plain coffin in one of the rooms of the factory. It is a cheerful thought to me, to depart for my eternal rest from the place of my work and from among those working with me. My heart and my mind, my will and my potentiality, belonged but to them, and it is my wish to make my adieu from their midst."

The first railway time-table book (or railway guide) was that issued in 1844 by the chief postal secretary of Thurn and Taxis. This was entitled an "Atlas of the Railways of Germany, Belgium and Alsace." The present "Reichskursbuch" ("Governmental Book of Time-tables") is without doubt the most complete and concise publication of its kind now issued, covering not only all the railway, steamship, boat, stage and motor lines of Germany, but all the main connecting rail and ship lines of other countries. Full information is included regarding passenger and baggage tariffs for all classes, first, second, third, fourth, local and express, return, excursion and circular trips.

Several of the German printing-trade magazines have issued very much enlarged Christmas issues. Notable are *Der Deutsche Buch- und Steindrucker* (Berlin) and *Die Typographische Jahrbücher* (Leipsic). The former supplements 136 pages of text with 78 insert sheets of various specimens of artistic printing, engraving and processwork, making up a book three-quarters of an inch thick; the text itself is so handsomely printed as to be a delight to the critical eye. The latter supplements 92 pages of elegantly printed text with 42 insert sheets of different examples of various sorts of graphic-arts productions. These two monthly publications should be subscribed for by every German printer, especially by those who wish to keep up with the progress of the art in the fatherland. Whoever can afford it should add *Das Archiv für Buchgewerbe* (Leipsic), which is also one of the leading exponents of high-class German typography, both in instructive technical and historical articles and in specimens of printed matter.

FRANCE.

The prefect of the Haute-Vienne *département* has declared illegal the contracts for printing entered into by the city of Limoges, because there was a clause therein providing that the work must carry the union label.

A speaker at the last convention of the Master Printers' Association of France, in speaking on the subject of costs, said that the only benefit coming from contention between masters and men was derived by the customers of the printers; that employers and employees should join in advancing their interests.

The discoverer of the art of fixing prints on photographic papers, Hippolyte Bayard, will be honored by a monument under erection in Breteuil (Oise).

M. Perrigot, proprietor of the Arches paper-mills, which were started 420 years ago, has been enrolled in the Legion of Honor. Before 1800 these mills belonged to Baron Beaumarchais, a noted author and publisher.

The Peignot typefoundry of Paris has brought out a complete series of faces and vignettes of the style of the eighteenth century. Lovers of the antique will be pleased with this material, for which full sets of new punches had to be cut.

According to its latest financial report the Master Printers' Association of France has assets of the value of 65,000 francs ($12,545), which is not considered much as compared with the assets of the compositors' union (figures not given).

The Minister of the Interior appointed a committee to investigate and report whether, in the interests of the public service, it would be desirable to substitute mechanical for hand composition in setting up the *Journal Officiel*. The committee reported that it was not prepared to definitely recommend such a change at present.

The Chamber of Deputies has appropriated 4,300,000 francs ($829,900) to complete the construction of the new building for the Imprimerie Nationale, and it is expected that in three or four months the national printing-office will be installed in its new quarters, whose erection was begun over ten years ago.

To make way for lengthening the rue de Rennes, Paris, the house in which Honore Balzac, the famous author, had his printing-office has been torn down. It may not be generally known that Balzac was also a printer and typefounder. His foundry came into the possession of the Deberny house, one of Paris' present leading typefoundries.

DENMARK.

The Danish government having made a suitable money appropriation for the purpose, this country will be represented at the international graphic-arts exposition held this year at Leipsic.

The sole typefoundry of this country, that of William Simmelkiär, in Copenhagen, on November 18, celebrated the fortieth year of its existence. It now employs twelve latest style automatic (that is, casting and finishing) and four hand machines for producing type. There is also a stereotype and electrotyping plant in connection with the business.

A committee representing the Danish bookbinders' and bookdealers' associations and the master printers' society of Copenhagen has met, conjointly with representatives of other industries, to protest against prison labor entering into competition harmful to those who pay the taxes. A petition was made to the government to stop the further installation of manufacturing plants in prisons and to lessen the amount of competitive penal labor.

NORWAY.

To celebrate Norway's centennial of independent government, this year, a great art and industrial exposition will be held at Christiania. And in May a memorial postage-stamp, twice as wide as the present stamps, will be issued in an edition of fifty million copies.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Bed Bearers.

(1601) "What is the proper thickness of the bearers on a press?"

Answer.— The standard height is .918 of an inch, which corresponds with the standard height of type. This applies to American presses.

Water-marking of Paper.

(1605) Submits a sample of bond paper having a water-mark made from a line drawing, and writes: "We are wondering how this sheet was water-marked, and ask if you can explain how it is done."

Answer.— The *de luxe* water-marks of the Southworth Company are applied to the paper by a patented process. From the appearance of the sheet we judge it is not done by the older method — while the web of paper is yet unfinished. We are under the impression that the design is applied to the paper from a zinc etching, possibly while the sheet is in a moist state. Whether or not this operation is done on a platen or cylinder press we know not. It appears to have such characteristics, however.

Transparent Tints.

(1604) "I understand there are inks, used as a base for tints, which can be printed over black. What is this tint-ink made of? We reduced some of our white ink and tried it over a key-plate, but it tended to cover the black form."

Answer.— The reason your tint was not more transparent is probably because the white ink you used was a normal white, which is more or less opaque. You should order a can of transparent tint base from your ink-dealer. This may be used in making tints by adding any color desired. The tone you want can be obtained by experimenting. Magnesia, ground in varnish, furnishes a fairly transparent base for tints. We advise the use of the tint bases furnished by ink-dealers as they are proportioned and ground correctly.

The Shrinking of Form Rollers.

(1602) "What causes the rollers of a cylinder press to shrink? We had new rollers and in two weeks had to reset them twice."

Answer.—New rollers will shrink while seasoning. The seasoning of rollers is really evaporation of the excess moisture in the composition. This goes on rapidly in dry weather and stops in moist weather. Extremely humid weather may even cause rollers to increase slightly in diameter. Coating the surface and edges of new rollers with oil will tend to prevent swelling in damp weather, as well as undue shrinking in dry weather. It is quite possible that the rollers you are using were cast early in the fall and are summer rollers. Summer rollers will decrease in diameter during the first cold spell, especially if the pressroom is not kept heated throughout the entire day. In shops that depend upon stove heat, pressmen are likely to have more or less trouble during the winter season with rollers, ink and electricity, owing to the irregular temperature. It is advisable to examine the form rollers frequently in order to see that they have proper contact with the form and the vibrators.

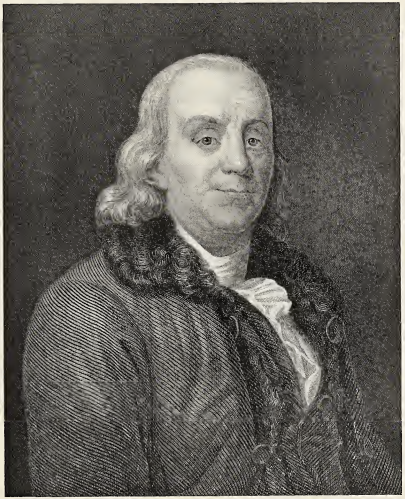
Three-color Work on a Platen Press.

(1600) Submits several impressions of three-color plates on enamel stock. The plates, ink and paper appear to be first class. The principal faults are due to imperfect register and carrying too much ink. The printer writes: "Enclosed are specimens of a process job we are running on a new job press with new, well-seasoned rollers. I have marked the sheets 'A,' 'B' and 'B 2.' 'A' has been running good, but at times 'B' gives us trouble in one spot — first picking stock; then specking up. We have reduced the inks and let the prints dry thoroughly between colors. We reduced the impression and then strengthened it; we washed the press and fountain and used fresh ink; we have a fairly uniform temperature. We are using a first-class process-ink and reducer. What we can not understand is why it picks in one spot while the colors are just as heavy on other parts of the form. This is a long run. I do not expect information in time for this job, but we have had the same trouble with process plates on post-cards, and as I have derived much benefit from reading THE INLAND PRINTER I hope you will help us in this matter."

Answer.— We believe the picking in the particular spot is due to the position of the clamps. If you are using three clamps take out the middle one, then run the press very slowly while noting the result. The trouble may also be caused by the clamps permitting the sheet to slip out a trifle and to be retained by that part of the plate momentarily. When it finally detaches from the plate it is with more or less force, causing the enamel to be peeled from the stock. The trouble may be due primarily to using too much ink or ink that is too stiff, which causes the white, or open dots, in the yellow plate to be filled, giving the appearance of a solid plate. The yellow plate should be washed frequently; and if the ink is too stiff, soften it a trifle with reducer, the active principle of which is a volatile agent. In the yellow, avoid the use of non-drying oils or substances. When the yellow is finished, sheet off some of the ink from the rollers and wash out the plate, add some black ink and distribute it, then pull a few sheets for registering the red plate.

The red plate may be made ready in the black, and

registered when the red is run on. Red ink should be run without the addition of driers or reducers, where possible. Anything tending to hasten the drying of the red may, on a long run, prevent the blue laying smoothly. If the red form is a heavy one, with solids of considerable area, it is advisable to slip-sheet the work. For this purpose it is safer to use special slip-sheet paper than spoiled printed sheets, as the latter will sometimes cause "shadow" prints to appear in the freshly printed plates. The slip-sheets should be larger than the stock, so as to cover it fully; this will prevent wrinkling of the edges and the consequent bad register, especially if the stock must remain exposed to the varying conditions of the atmosphere between colors.



FRANKLIN

Half-tone from steel engraving by W. J. Edwards from the painting by J. A. Duplessis.

The blue should be applied before the red becomes bone-dry; otherwise it may not take smoothly. In this regard it will be advisable to consult your ink-dealer about the compounds he may carry to correct such evils. Conditions often prevail in color-printing where the inkmakers' "dope" is a necessity.

Occasionally take an impression on a sheet of plain paper and note the condition of the plate; fill-up and other abnormal conditions are readily shown in this way.

Uniformity of color is not easily obtained. The O. K. for color should be placed in a position where the feeder can compare it with the sheets as drawn from the press. The engraver's progressive proofs should be accessible for frequent examination during a run, to prevent any wide variation from the desired depth of color.

The feeder should be instructed not to run the press with the throw-off out and the fountain-dog on, as this will run up the color quickly. The press should be operated at a speed that will allow of steady feeding without using the throw-off, as it is impossible to keep an even color when the feeder is constantly using the throw-off.

Do not stack the printed sheets in large piles, as the weight will often cause the slip-sheets to adhere to the solids.

The following points should be carefully observed: Use metal furniture around the plates in the chase. If possible have metal supports for the plates. Wood mounts are bound to cause trouble on long runs. See that the chase has no lateral movement in the press; if it has it will cause imperfect register. Do not carry too much color. Wash the plate frequently. Keep the stock covered, after printing; on a long run this is imperative, in order to insure a perfect register. Avoid using grease as a reducer in the inks. Consult the maker of your inks on the use of softeners, and he will advise you regarding the particular job in hand. Slip-sheet the work when any doubt exists as to the working of the inks, for it will be found that some inks offset readily when in proper working condition. Having slip-sheets a trifle larger than the printed sheets keeps the edges from altering during damp weather. On the last color do not remove the slip-sheets too early, as it may cause the other sheets to stick together when they are jogged. Do not stack the printed matter in too high a pile, nor near any source of heat, such as steam-radiators or stoves.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Telegraphing Half-tones.

The most successful method of telegraphing pictures at present is that of Thorne Baker, on the London *Daily Mirror*. The half-tone process is used to prepare the picture for transmission. The cross-line screen used has about thirty-five lines to the inch and after the half-tone negative is made of the picture to be telegraphed a print is made upon a sheet of lead or tin foil coated with regular half-tone enamel. The print is developed under the tap as usual and dried, after which the lead-foil is placed in a press between two sheets of polished steel. The enamel image is thus pressed into the soft metal foil, when the latter is ready to be wrapped around the cylinder and is revolved while the stylus is in contact. A current passes whenever the stylus is on the metal foil, and the circuit is broken when the stylus is on the enamel print.

In the spring of 1891 the writer made several half-tones with a cross-line screen of twenty-two lines to the inch. These were printed and etched on twenty-four-gage zinc and the engraved portions filled in with sealing-wax. Then the half-tones were wrapped around the cylinder of the machine invented by H. R. Palmer and T. Mills. One of these portraits of President McKinley was telegraphed from Washington to the New York *Tribune* and printed in that newspaper the same night, and another portrait of President Harper, of the University of Chicago, was wired from New York to Washington and reproduced in THE INLAND PRINTER of June, 1901, page 378. All of which is recalled now that the papers are treating Mr. Baker's invention as new as far as the application of the half-tone process to telegraphing pictures is concerned.



Study.
By Oscar Hardee.
Reproduced from *Photograms*.

Intaglio Engraving Has Arrived.

Over five years ago, December, 1908, there was an article in these columns calling attention to the rotary-photogravure process as one of great promise. It aroused printers and publishers to inquire about the method, but few had the courage to be pioneers in the process. In Europe they have been more enterprising, so that William Gamble considers it the important feature of the past year's progress. In *Penrose's Annual* he says of it, among other things: "In our last volume we expressed the opinion that photographic processes were entering on a new era, and that the half-tone block, having reached the limit of its perfection, must now yield its place, for some purposes, to the intaglio process, familiarly known as rotary photogravure. This latter process has made wonderful advancement during the past year, and is now being used extensively for daily and weekly newspapers. We note also an increasing use of the process for book inserts and for other purposes, proving the growth of the process in popular favor. All this tends to show that in the near future half-tone blocks will be displaced to a considerable extent in illustrated books and journals, and probably also in our more important daily and weekly newspapers. It seems to be conclusively proved that intaglio-printed illustrations have hit the public taste better than half-tones. There is an artistic quality and a photographic richness of tone in the former that has never been secured in half-tone, even with such aids as matt papers and matt or double-tone inks. These qualities can not be obtained by the processworker with all his skill in fine etching, nor by the printer with all his elaborate efforts in underlaying and overlaying. The half-tone is a flat-surfaced print at best, while the intaglio has the relievo effect of color piled up in proportion to light and shade, which is just what an artist desires to see as the counterpart of the methods he adopts in painting a picture."

Photoengravers Should Study Photography.

Every one interested in photoengraving or processwork of any kind, from the negative-maker to the pressman who prints the edition, should make photography a hobby. There is no better training in lighting, composition, perspective, balance of light and shade, and all that goes to make the illustration beautiful, than photography. It is for that reason attention is called here to *Wilson's Photographic Magazine*, and its fiftieth anniversary number in particular. This was issued in December and reviewed the progress photography has made in all lines during the half century. It is a historical document worth preserving for reference. The illustrations in this magazine are not only studies of the best to be found in photography, but also in engraving. Wilson's is in its field what THE INLAND PRINTER is to the printing art, so that if one asks: "What photographic magazine should I take?" the answer might be: "Wilson's — that's all."

Another publication that processworkers are recommended to get when they are studying any branch of photography is the *Photo-Miniature*. This publication is unique in the fact that each number is a complete book in itself on some photographic subject, and it gives in simple language, without any waste of words, the greatest amount of information for the least money. It can be had from any dealer in photographic supplies anywhere, or it is better to write the publishers, Tennant & Ward, 103 Park avenue, New York, for a list of the numbers not out of print that the ones required may be selected. They cost but 25 cents each. From the same publishers comes *Photograms*, an annual review of the world's pictorial work in photography, edited by F. J. Mortimer. Its price is $1.25. Two of the photographs exhibited in it are reproduced here in reduced form.

Penrose's Pictorial Annual, Volume 19, 1913-1914.

It was most appropriate that five hundred copies of this most welcome Process Year Book should arrive at New York on Christmas Eve, for it brought holiday joy to many a photoengraver fortunate enough to secure a copy. The present volume shows, as usual, the past year's progress in processwork, but it is also a reference-book for paper and ink combinations. Among the articles ten are by Americans. The photogravures number six and take the place of honor. Thos. Forman & Son, Nottingham, England, and F. Bruckmann, of Munich, have exhibits fully equal to the one of the Rembrandt Company, showing that the method of Karl Klic is becoming known. The single collotype, "Ann Hathaway's Cottage," printed in London, shows that beautiful process to advantage. In color reproduction with relief-blocks, the reproduction in four colors, with a two-color border, of Raphael's "Madonna del Granduca" is one of the notable successes of the year. The most beautiful result in color is the portrait of Miss Queenie Vincent, of whom the three color-record negatives were made by the Polychromide Company's system of instantaneous color photography, which was described in the November issue of THE INLAND PRINTER. The color-blocks for this as well as the "Madonna del Granduca" were made by John Swain & Son, Limited, of London. "In Midocean" is a triumph in blue by the Carlton Studio, also of London. In two-color plates, our own Gatchell & Manning lead. In monotone half-tone there is scarcely any choice, the plates made in Johannesburg, South Africa, being equal to the others. There are seven exhibits of offset-printing, only one of which was worth showing. Over 250 illustrations crowd the volume, 122 of them being full-page, with 131 of them printed in the text. The Americans exhibiting are The Van Dyck and Rotary Photogravure companies, of New York, Gatchell & Manning and the Electro-tint companies, of Philadelphia, and the Peninsular Engraving Company, of Detroit. The whole volume reflects the painstaking care and trained judgment of its editor, William Gamble. Tennant & Ward, 103 Park avenue, New York, are the American agents, and the price is $3.

Offset Press and Relief Printing.

How far the offset press is going to interfere with relief-plate printing is a question that interests every process engraver. What William Gamble writes on the subject in *Penrose's Annual* is worth heeding as coming from a most competent judge in such matters. He says, in part: "The greatest progress in offset printing is being made in America. Specimens we have seen of the best offsetwork made there show that, though very pretty and soft effects are being obtained, there is still wanting the crispness and fullness of the letterpress half-tone, while in colorwork from process-plates the effects obtained are washy and tinty, strength and full-bodied color being wanting. We feel, after seeing this work, that we must renew the opinion that offset-printing has its limitations, when applied to processwork, and it can never displace the half-tone block for many purposes. Especially is this so in the artistic trade catalogue. The effects obtained in this line are very charming as artistic specimens, but they never can have the same commercial value as a high-class letterpress catalogue containing half-tone blocks. If offset-



"Entrez."
By Elwin Neame.
Reproduced from *Photograms*.

printing is to really rival half-tone we think it must be by the adoption of a different method of reproduction, more suited to this style of printing. The half-tone made with a ruled screen is not suited to offset-printing and never will be. What must be looked for is some method of making grained prints and the metzograph screen offers the ideal thing, if processworkers would only seem to understand its use. There are, no doubt, many tricks to be learned in handling it, just as half-tone workers found in using the cross-line screen in the early days, and the ability to get good results will only come by constant practice with the metzograph screen."

Preserving Drain-pipes.

The question of how to keep drain-pipes from destruction by the spent etching solutions is a serious question. A writer in *Process Work* tells of the trouble they have with the glazed earthenware drain-pipes choking up with a hard brown deposit which forms wherever chlorid of iron solution and caustic potash are allowed to flow through the same pipes. They have to employ a plumber at certain intervals to scrape this brown deposit from the inside of the drain-pipes. A remedy is asked for the difficulty.

Answer.— Gustav R. Mayer gives this solution of the trouble: In our etching department only one sink is available for the zinc and copper etchers; the spent etching solutions would corrode the lead pipes in three or four months before we began the use of soda ash, throwing a scoopful into the sink before emptying the acid or iron. This practice prolonged the life of our lead pipe to two years. Soda ash is used to remove scale from steam-boilers, and costs about 3 cents a pound in one-hundred-pound lots. Should any nitric acid be spilt on the floor this is the best alkali to neutralize it with, as no dangerous or disagreeable gases will form. Naturally, we also turn on the water after emptying spent acid and iron chlorid solutions on the soda in the ash in the sink, thus assisting its flowing away in a diluted condition.

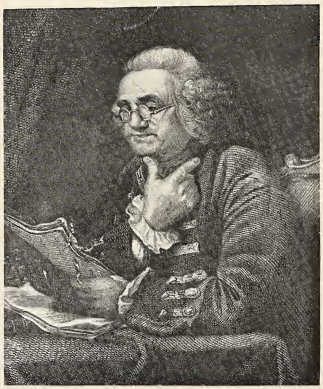
Metzograph Screen Negatives Improved.

R. B. Fishenden, of the Manchester, England, School of Technology, has been experimenting with the metzograph screen and gives as a result some improvements in the working of this screen: He finds that a supplemental exposure through a sheet of plate glass of the same thickness as the screen is of great advantage in negative-making. When fine screens are being used, Nos. 2 to 4, inclusive, an extra exposure through the plain glass of from one-twelfth to one-eighth the exposure with the screen gives a considerable improvement in the resulting negative, without interfering with the quality of the grain; which is of importance when an etched block is required. A comparison of the prints produced from two negatives, one made in the usual way and the other made in the manner described, is markedly in favor of the latter; the delicacy of the lighter tones and the richness of the shadows are both enhanced, producing the effect of careful, fine etching. The supplemental exposure improves the definition and the crispness of the result in a manner which will greatly extend the usefulness of the screens for coarse-grain blockwork. This will apply to an even greater extent for photolithography in monochrome and colorwork, for which latter purpose the coarse screens are extensively used. For the purpose of obtaining high-light effects the length of the supplementary exposure is increased to as much as one-fourth the exposure with the screen. The supplementary exposure must be made with a piece of plate glass the same thickness as the screen, otherwise there would be two images of different sizes on the negative, the image through the screen being slightly smaller than the one without the screen. No difficulty will be found in obtaining register between the two exposures if reasonable care is exercised and if the dark-slide fits properly on the usual conical pins on the bottom of the back frame of the camera.

A Positive Print on Metal from a Positive.

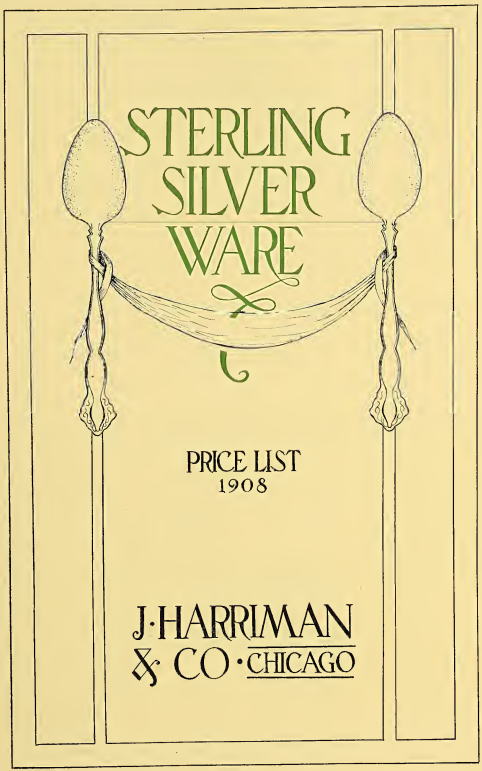
An old process of the Rev. Hannibal Goodwin's, patented in this country in 1881, by which a positive on metal is made from a positive instead of a negative, is being used in England for lithographic and offset purposes. This is the way the *British Journal of Photography* describes it:

"The original copy usually consists of a black drawing or print on one side only of a sheet of white paper. A piece of prepared zinc is coated with a bichromated fish-glue solution in the usual way, and the paper placed in contact with it in a vacuum printing-frame and the exposure made. The plate is then developed, giving a negative image. The zinc is now dried and the image touched up with gum where necessary, after which the whole is flowed over with a thin film of asphalt in benzole. On top of this acid-resisting varnish the plate is well inked over by means of a nap roller. Then it is redeveloped in water containing some chemical destructive to fish-glue, like hydrochloric acid, or the development is done with caustic potash, for the resist easily stands this, as well as a thorough rubbing with a flannel pad. When very thin zinc plates are used, the prints are now ready for the offset-press. The finest type-matter and half-tones are said to be reproduced sharply in this manner, and the time required for the process is but forty minutes."

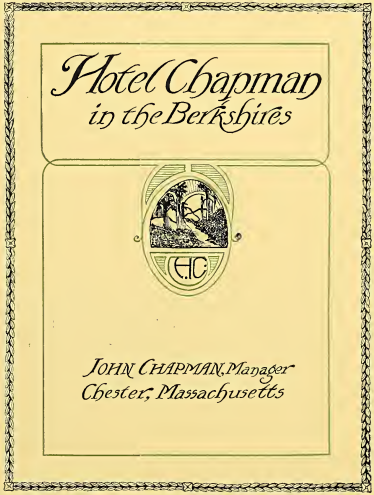


Benjamin Franklin

Half-tone from a steel engraving by Illman & Pilbrow. Further data not furnished.



Title-page design by George Glenn, an I. T. U. Course student.





Designs by E. E. Adams, an I. T. U. Course student.



Molene City College Football Celebration

MENU

BLUE POINTS
Olives Celery Radishes

CHICKEN HALIBUT AU GRATIN
Green Peas
Browned Sweet Potatoes

ROMAN PUNCH

ROAST PHILADELPHIA CAPON

LETTUCE SALAD

ASSORTED CAKES

ICE CREAM COFFEE

A menu suggestion.

CENTAUR CUTTING MACHINE



The CENTAUR CUTTING MACHINE COMPANY
NEW YORK-CHICAGO-OMAHA

Cover-page suggestion by John A. McMuir, an I. T. U. Course student.

Grant Park Automobile Club

BANQUET

GIVEN BY THE MEMBERS 1914



MENU

BLUE POINTS

OLIVES RADISHES

CLAM SOUP

COLD ROAST CHICKEN

NEW POTATOES IN CREAM

ICE CREAM

ASSORTED CAKE

COFFEE

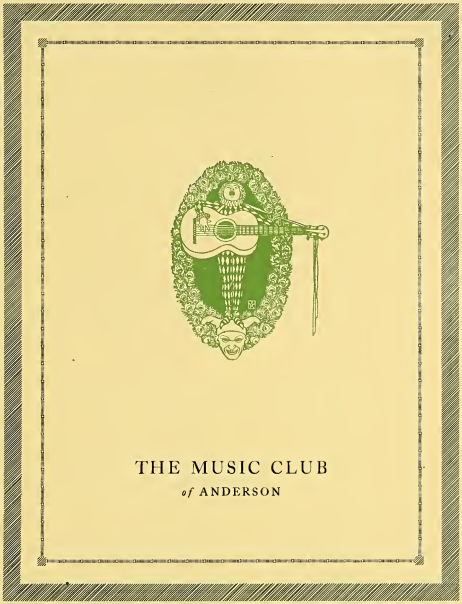
A suggestion for a menu.

The Art Institute of Milwaukee

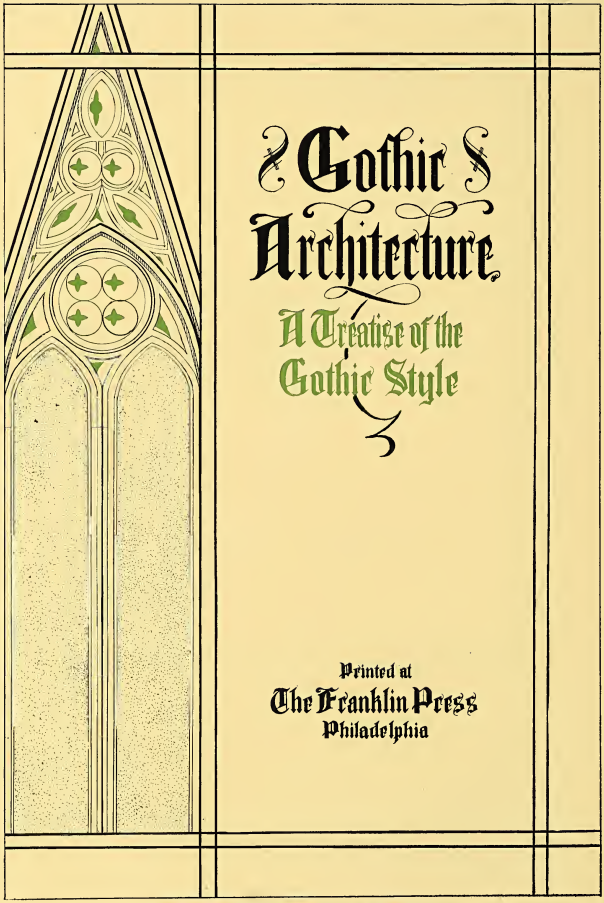
Catalog for 1909



A cover-page suggestion by George Glenn, a student of the I. T. U. Course.



A booklet cover-page suggestion.



Cover-page design by George Glenn, an I. T. U. Course student.

JOB COMPOSITION

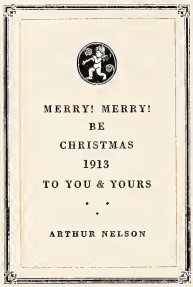
BY F. J. TREZISE.

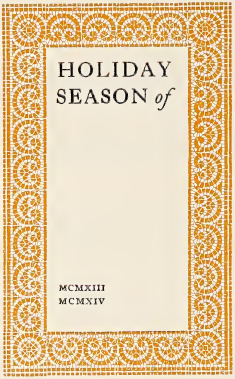
In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

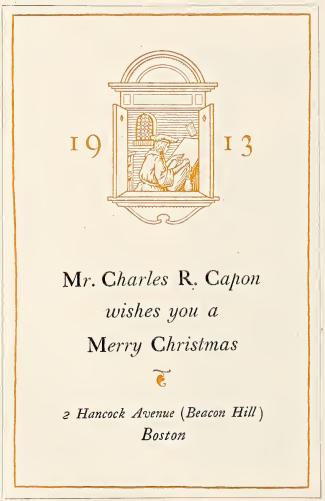
With the passing years the custom of observing the holiday season by the exchange of greetings and good wishes grows. Each year brings a larger number of artistic cards, folders, etc., and the past season found THE INLAND PRINTER especially well remembered. Because of the fact that compositors throughout the country are constantly being called upon to handle work of this character, we feel that a showing of some of the designs will be of interest, and for this reason this department has been devoted this month to the reproduction of a limited number. Because of the limitations of color, much of the beauty of the originals is lost, but the reproductions will serve to convey ideas as to arrangement. In addition to those shown in the reproductions, greetings were received from the following: Bert Taylor, Toledo, Ohio; Cunningham & Company, Williamsport, Pa.; The News Publishing Company, Middlebourne, W. Va.; Geo. L. Schussler, St. Paul, Minn.; H. C. Miller, Stratford, Canada; J. Orville Wood, Cleveland, Ohio; Alfred Pye, Alameda, Cal.; Mergenthaler Linotype Company, New York; Mr. and Mrs. Joe W. Short, Galt, Ont., Canada; Mr. and Mrs. Jackson, Lansing, Mich.; The Cloister Print Shop, Chicago; J. Glenn Holman, Findlay, Ohio; The Whitaker Paper Company, Cincinnati, Ohio; *The Galt Reporter*, Galt, Ont., Canada; Mr. and Mrs. William C. Magee, Philadelphia, Pa.; Mr. and Mrs. J. L. Frazier, Lawrence, Kan.; F. L. Harness, Montrose, Colo.; Chester A. Lyle, Washington, D. C.; N. P. Eby, Fresno, Cal.; W. A. Keller Company, St. Paul, Minn.; The Cox-Durkee Co., Mitchell, S. D.; Hopson Printing Company, Omaha, Neb.; The Trapp Print-Shop, Topeka, Kan.; Merle Thorpe, Lawrence, Kan.; C. W. Miller, Rogersville, Tenn.; Holtville Weekly Tribune Printery, Holtville, Cal.; Stutes — Himself, Spokane, Wash.; *North Battleford Optimist*, North Battleford, Sask., Canada; Keystone Type Foundry, Philadelphia, Pa.; Burroughs Adding Machine Company, Detroit, Mich.; Gurnell C. Green, London, England; Ralph J. McAnally, Omaha, Neb.; Jack Rickettes, Greensboro, N. C.; Milbourne F. Ellis, Charlotte, N. C.; Ye Colonial Art Shop, Pasadena, Cal.; Earl H. Reed, Chicago; H. W. Dennie, Salt Lake City, Utah; The Ivy Press, Incorporated, Seattle, Wash.; The Art Press, Weyburn, Sask., Canada; The Byxbe Printing Shop, Youngstown, Ohio; George Batten Company, New York city; Hesse Envelope & Litho Co., St. Louis, Mo.; William Mitchell Printing Co., Greenfield, Ind.; Ætna Insurance Company, Hartford, Conn.; Theo. Herzer, manager printing department; The Franklin Company, Chicago; Conrad Lutz & Sons, Burlington, Iowa; The DuBois Press, Rochester, N. Y.; The Beers Press, Trenton, N. J.; R. G. McLean, Limited, Toronto, Ont., Canada; *The Evening Bulletin*, Philadelphia,

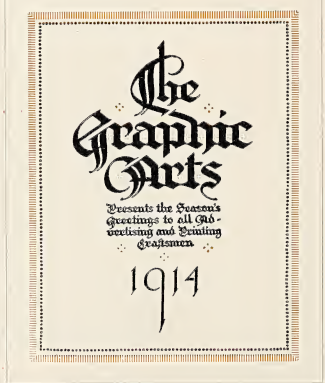


Unique holiday greeting from Gustave Baumann. Original printed in colors from wood blocks.

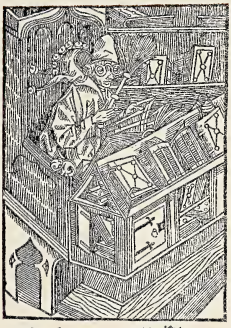








Some attractive holiday greetings received by THE INLAND PRINTER.



Volumes of Good
Wishes from
Edmund G. Gress

Yuletide
Greetings

From H. W. Leggett

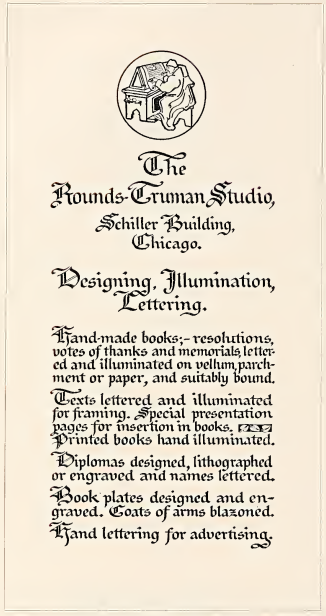
Christmas
1913
SEASON'S
GREETINGS
1914
New Year

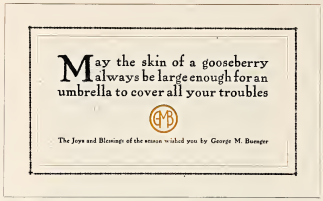
From
Arvilla & Arthur Cole
Narberth, Pa.

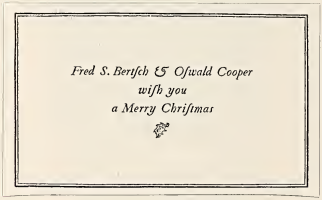
We extend the season's greetings and wish you and those whose happiness is yours a full measure of Christmas joy and success for the New Year

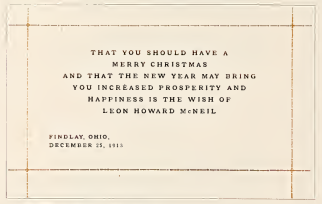
Philip Burton Incorporated

Some attractive holiday greetings received by THE INLAND PRINTER.









Some attractive holiday greetings received by THE INLAND PRINTER.

Pa.; The Curtis Company, Detroit, Mich.; Hyde Brothers, Marietta, Ohio; Wesley Lee, Rockhampton, Queensland; B. B. Herbert, Chicago; George D. Graham, San Francisco, Cal.; George Victor Bell, Portsmouth, Va.; W. J. Hartman, Chicago; Hroar Scheibler, New York city; Henry J. Keim, Meadville, Pa.; Walter Meyner, New York city; Henry J. Douma, Muskegon, Mich.; John F. Glover, Morgantown, W. Va.; The Department of Journalism Press, University of Kansas, Lawrence, Kan.; Ernest E. Adams; The Baltimore-Maryland Engraving Company; Walter B. Gress; Mr. and Mrs. W. L. Washburn, Patchogue, N. Y.; Eugene H. Graves, Norfolk, Va.; W. H. Wright, North Tonawanda, N. Y.; Jo Anderson, Sacramento, Cal.; Herbert L. Baker, Mount Vernon, N. Y.; L. A. Hornstein, New York; Mr. and Mrs. W. O. Foote, Atlanta, Ga.; Warren B. Hait, Jr., Philadelphia, Pa.; The Blakely Printing Company, Chicago; W. H. Hohenadel, Rochelle, Ill.; The Detroit Coin Wrapper Company, Detroit, Mich.; Axel Edw. Sahlin, East Aurora, N. Y.; Hal Marchbanks, New York city; Mr. and Mrs. William Porter Williams, Chicago; Mr. and Mrs. H. J. Wendorff, Chicago; The John B. Wiggins Company; Seneca C. Beach, Portland, Ore.; G. D. Crain, Jr., Louisville, Ky.; Daniel Baker, Toronto, Canada; The Paragon Press; Chalmers Powell Pancoast, Chicago; The Faithorn Company, Chicago; The Switzer Printing Company, Webb City, Mo.; Mrs. Henry O. Shepard, Chicago; William Pfaff, New Orleans, La.; J. P. Gomes, Jr., Honolulu, Hawaii; The News Publishing Company, Middlebourne, W. Va.; The American Printers' Roller Company, Chicago; Gatchell & Manning, Philadelphia, Pa.; Robert W. Leigh, New Orleans, La.; The Gazette Publishing Company, Bellevue, Ohio; Barnes-Crosby Company, Chicago; Paul Nathan, New York; Calkins & Holden, New York; George French, New York; Apollo T. Gaumer, Indianapolis, Ind.; F. Lee Allen, Worcester, Mass.; Harry L. Gage, Battle Creek, Mich.; The Trow Press, New York; National Steel & Copper Plate Company,

Chicago; St. Louis Photo Engraving Co., St. Louis, Mo.; Chas. F. Meyers, Ann Arbor, Mich.; Mr. and Mrs. Fred Doig and Family, Saint John, Canada; Chas. J. Carter, Toronto, Canada; Lafayette Doerty, Findlay, Ohio; The Ames-Kiebler Company, Toledo, Ohio; Cosmopolitan Magazine, New York; Fred Haigh, Toledo, Ohio; The Denver & Rio Grande Railroad and the Western Pacific Railway; Clark & Fritts, New York; Mr. and Mrs. Fred W. Gage, Battle Creek, Mich.; John Clyde Oswald, New York; C. H. Wilson, Chicago; John Christian Hill, Baltimore, Md.; Carson-Harper Company, Denver, Colo.; R. R. Donnelley & Sons Company, Chicago; Mr. and Mrs. C. O. Hobart, Holden, Mo.; J. W. Butler Paper Company, Chicago; Charles Francis Press, New York; American Type Founders Company, Chicago; Hubert S. Foster, Philadelphia, Pa.; The Printing Art, Cambridge, Mass.; The Kiesling Company, New York; The Acme Engraving and Printing Co., Asbury Park, N. J.; Graphic Arts Board of Trade, Toronto, Canada; The Berkeley Press, Boston, Mass.; Frank J. Wolf, Denver, Colo.; Floyd Irving Olds, Globe, Ariz.; F. Wm. E. Cullingford, Charlotte, N. C.; Allan D. Stearns, Milwaukee, Wis.; Bliss Printing Co., Rockford, Ill.; Harry J. Freeburg, De Land, Fla.; W. H. Wright, North Tonawanda, N. Y.; Clyde Morgan, Rockford, Ill.; Trimmer Printing Co., York, Pa.; Cowan & Brookhouse, Vancouver, B. C.

MANUFACTURING PHOTOENGRAVERS AND EMPLOYEES GET TOGETHER ON THE COST SYSTEM.

The cost system has generally been considered by employees to be a scheme, on the part of the employer, to keep tab on the employee and to push him to greater ouput. The cost system *is* a scheme for keeping tab on the employee; but, properly used, it keeps tab on him in such a way that it reacts to his own, every bit as much as to the employer's, benefit. To maintain his financial standing, the producer must receive a reasonable profit over and above the actual cost for his product. Without knowing what it costs to produce his goods he is at sea regarding the proper amount to charge — and generally has to rely on guesswork. To know what it costs to produce his work he must have the hearty coöperation of each individual in his employ.

In this connection it is gratifying to note that employees are coming, more and more, to realize the importance of the cost system, not only as a protection to the employer, but to themselves also. Strong evidence of this is found in the agreement recently entered into by the International Association of Manufacturing Photoengravers and the International Photoengravers' Union of North America, the text of which follows:

WITNESSETH: First.—It is agreed by the International Photoengravers' Union of North America, that members of the International Photoengravers' Union will coöperate with the International Association of Manufacturing Photoengravers of North America in the installation and operation of the "Simple Cost System" adopted by the International Association of Manufacturing Photoengravers at its convention held in Indianapolis, Indiana, June 23, 24 and 25, 1913, in all photoengraving establishments wherein members of the International Photoengravers Union are employed and working under an agreement with the local union.

Second.—It is agreed by the International Association of Manufacturing Photoengravers that the object of installing and operating the said "Simple Cost System" is for the sole purpose of determining the true cost of production and its relation to existing prices, in order to realize a fair margin of profit upon the sale of photoengravings, and that the said "Simple Cost System" is not intended and that it shall not be used in its entirety or any part thereof by any employer for the purpose of checking up or speeding up the workmen, or used in any way detrimental to the workmen or their working conditions.

Third.—It is agreed by both parties to this agreement that in the event of any difference or differences arising in the installation, abuse or abuses arising or occurring under or during the operation of the said "Simple Cost System," such difference or differences, abuse or abuses shall be immediately adjusted in the following manner:

A. Whenever any member of either party to this agreement and coming under its provisions, shall feel themselves aggrieved in the operation of the said "Simple Cost System," the local parties in interest must meet in conference as soon as possible and not later than ten (10) days after complaint is made, at which conference (or continuation thereof) every effort to agree and adjust the grieyance shall be made.

B. If five (5) days after the conference meeting provided in section "A," no agreement or adjustment has been reached, either party in interest may refer the grievance or complaint to the president of the International Association of Manufacturing Photoengravers and the president of the International Photoengravers' Union for immediate adjustment by submitting a complete statement to both of the aforementioned executive officers; such statement to embrace a complete statement of the grievance or complaint, and relate what effort has been made locally to adjust the grievance and cause of failure to do so. A copy of this statement must be furnished to all parties in dispute by the party referring the complaint or grievance to the said executive officers for adjustment, and the party or parties against whom the complaint or grievance is filed shall immediately file its or their answer to all parties in interest.

C. Immediately upon receipt by the said executive officers of such statement, they shall consider and adjust the complaint or grievance as soon as possible, but not later than ten (10) days after the original complaint has been filed with them. Upon their failure to agree or adjust the complaint or grievance, the entire matter shall be immediately referred to a joint conference committee; which committee shall consist of three members selected by and from the executive officers or executive committee of the International Association of Manufacturing Photoengravers, and three members selected by and from the executive council of the International Photoengravers' Union, who shall meet as soon as possible thereafter, but not later than ten (10) days after failure of said executive officers to agree, and proceed in adjusting the complaint or grievance.

D. The time of submission and consideration as fixed in sections A, B and C shall be binding in all cases unless the time has been expressly extended by the president of the International Association of Manufacturing Photoengravers and the president of the International Photoengravers' Union. Such extension of time shall apply only to the particular case for which it is extended.

E. All decisions shall become effective at once unless otherwise provided and shall be binding upon all, subject to appeal to the joint conference committee within thirty (30) days from date of decision; but the decisions of the joint conference committee shall be final and binding upon all parties in interest.

F. All expenses incurred by either party attendant upon the adjustment of any case shall be borne by each respective party.

G. The rules of procedure as herein or hereinafter agreed to may be amended at any meeting of the joint conference committee.

Fourth.—Both parties to this agreement specifically authorize the president of the International Association of Manufacturing Photoengravers and the president of the International Photoengravers' Union to give public disapproval and disavowal to any failure upon the part of any party in interest to comply with the terms of this agreement, and as herein provided.













Menu cards designed by Carl S. Junge for the Ward Advertising Service, Inc., 180 North Dearborn street, Chicago.

SPECIMENS

BY F. J. TREZISE.

Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

THOMAS WADE, Cowansville, Quebec.— The specimens are well handled and call for no criticism.

A CIRCULAR from the John T. Palmer Company, Philadelphia, Pennsylvania, is well printed in colors, with an excellent piece of half-tone work tipped on one of the inner pages.

J. WARREN LEWIS, Visalia, California.— The designs are all neat and attractive, and contain nothing which calls for criticism. The colors are also well chosen.

M. WIDTMAN PRINTING COMPANY, Utica, New York.— The holiday greeting is very pleasing in its simplicity of design, and contains nothing which calls for criticism.

THEODORE MOORE, Lodi, California.— Both of the specimens are well designed, the letter-head for the city of Lodi being especially pleasing, both in arrangement and colors.

The Eaton Herald, Eaton, Colorado.— We would suggest that on the return-envelope you use a smaller size of type for the address line. The greeting is very nicely gotten up.

CHAS. J. CARTER, Toronto, Canada.— The specimens are nicely gotten up, and contain nothing which offers opportunity for criticism. The ticket is especially pleasing in design.

W. CLINTON JONES, Minneapolis, Minnesota.— The menu designs are unusually clever and original in their treatment, and we find nothing in them which calls for criticism.

ARTHUR S. FOREMAN, St. Paul, Minnesota.— The job containing the combination of type and pen work is very striking, and the results have surely warranted the efforts expended.



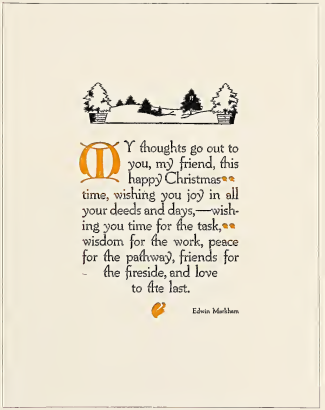
Package-label design from the Alpena Printing Studio, Alpena, Michigan.

THE MOHN PRINTING COMPANY, Northfield, Minnesota.— The letter-head is very nicely designed, although the rule across the top is just a trifle heavy as compared to the light-faced type.

A. H. MISHAW, Toronto, Canada.— The specimens which you have sent for criticism are especially pleasing, and we would congratulate you upon their excellent appearance.

TYPOGRAPHICAL specimens from Max Steuerman, Brooklyn, New York, are excellent in design, and show a careful regard for the underlying principles of pleasing printing.

FROM The Rajput Press, Chicago, Illinois, we have received an excellent piece of printing in gold and colors. It is a special design from a book on genealogy and is very nicely handled.



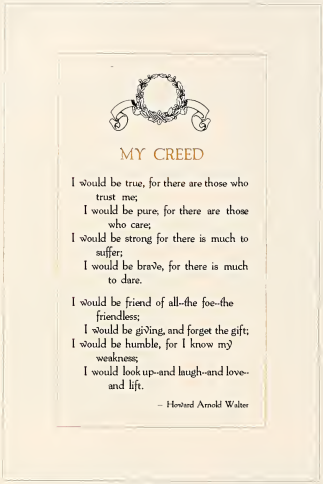
Design by R. J. McAnally, Omaha, Nebraska.

L. B. BRUSHWOOD, Hampton, Virginia.— The cover-design is quite pleasing, although the rule decoration is rather strong for the type, especially in the lower portion of the page.

FROM the Alpena Printing Studio, Alpena, Michigan, we have received a package of unusually interesting commercial work. The typography is very pleasing and the color combinations are harmonious. We show herewith a reproduction of one of the designs.

THE work of R. J. McAnally, Omaha, Nebraska, invariably contains much that is interesting in design and color. One of the most striking arrangements in a recent package of his work is that of a Christmas card, a reproduction of which we show herewith. The original was in colors.

RAY LANE, Sullivan, Illinois.—If you had kept the letterhead in one series of type the effect would have been more pleasing. There is too much space between words in the upper line.



Interesting page by The Lorentz Press, Buckhannon, West Virginia.

SPECIMENS from The Lorentz Press, Buckhannon, West Virginia, are handled in the tasty manner which has always characterized the work of P. H. Lorentz. We show herewith a reproduction of a simple and pleasing arrangement.

MORRIS REISS, New York city.—The specimens are all well handled, although some of the colors are a trifle bright and flashy. Your own envelope-corner card is especially so. The ticket for the lodge entertainment is very nicely arranged.

THE December issue of *The Eas Dee*, the monthly magazine printed on board the U. S. S. South Dakota, is gotten up in attractive holiday style. The work is nicely done, both text and illustrations being handled in an attractive manner.

W. O. HALL, Cleveland, Ohio.—A design which would have allowed of slightly larger type would have been more pleasing for the holiday greeting. As it is now arranged, the decoration rather overbalances the text.

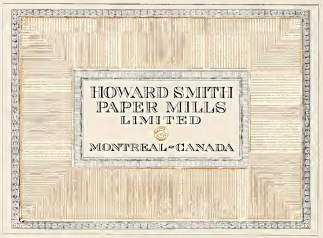
THE DUBOIS PRESS, Rochester, New York.—The folder is very nicely printed, although perhaps a slightly stronger tint would be desirable for the border. The half-tones have been unusually well handled.

E. T. CHANEY, Victoria, B. C.—The specimens are quite satisfactory, although we note that on one or two of them you have used too many type-faces. Those specimens which are set in one or two series are the most pleasing.

HEREWITH we show a reproduction of the title-page of a handsome booklet gotten out in connection with the recent dedication of municipal buildings at Springfield, Massachusetts. In keeping with the balance of the work, this page is an excellent example of dignified simplicity in type-arrangement. The booklet bears the imprint of the F. A. Bassette Company, of Springfield.

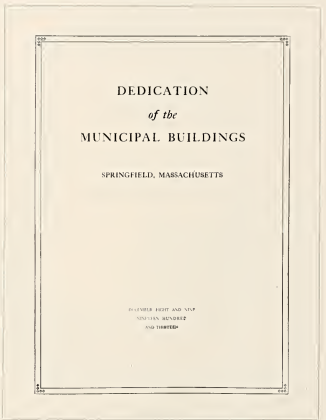
SPECIMENS from George Wetzel, New Orleans, Louisiana, are invariably pleasing in design and color. Simplicity of arrangement characterizes the work, and harmony of shape and tone has been carefully preserved.

OSCAR A. MENKE, St. Louis, Missouri.—The arrangement of the letter-head is very satisfactory, although we think that the use of one style of lining gothic in connection with the text type would be quite sufficient.



Cover of a booklet by the Howard Smith Paper Mills, Ltd., Montreal, Canada.

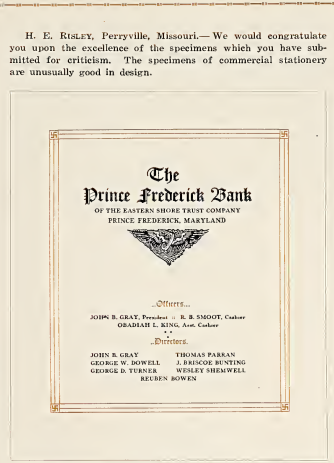
WE show herewith a reproduction of the cover of a handsome booklet issued by the Howard Smith Paper Mills, Limited, Montreal, Canada. The original is printed in black and gold on white antique stock, and is very consistent in its treatment.



A dignified and simple title-page arrangement. By the F. A. Bassette Co., Springfield, Massachusetts.

RECENT specimens from C. W. Harmony, Sapulpa, Oklahoma, show the same careful treatment that has characterized his previous work. Simplicity of design and carefully selected colors are the most prominent features.

H. E. RISLEY, Perryville, Missouri.— We would congratulate you upon the excellence of the specimens which you have submitted for criticism. The specimens of commercial stationery are unusually good in design.



A page by David J. Gilden, Catonsville, Maryland.

AMONG recent specimens from David J. Gilden, Catonsville, Maryland, is an attractive four-page leaflet, the title-page of which we have reproduced herewith. The original is printed in black and orange-red on india-tint stock.

A BILL-HEAD and a letter-head from the Canton Typesetting Company, Canton, Ohio, are especially interesting because of the fact that they were set entirely on the linotype. Both are well arranged, the letter-head being especially good.

BOYD PRINTING COMPANY, Lincoln, Nebraska.— Your commercial specimens are unusually pleasing, both in design and color, the combination used on your own letter-head being very good indeed.

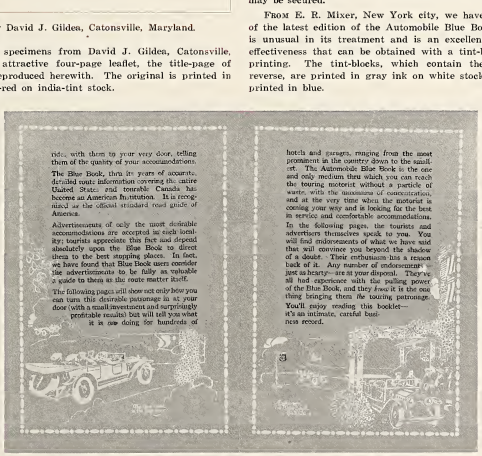


An attractive ticket-design by F. L. Harness, Montrose, Colorado.

F. L. HARNESS, Montrose, Colorado.—All of the specimens are well handled, both the designs and color-combinations being pleasing. The concert admission-ticket is an interesting design, and we show herewith a reproduction of it.

M. E. REYNOLDS, Columbus, Kansas.— We note that you have used several different type-faces on the removal announcement, and would suggest that you keep each design in one series of type, or possibly two, in order that harmony of shape and tone may be secured.

FROM E. R. MIXER, New York city, we have received a copy of the latest edition of the Automobile Blue Book. This booklet is unusual in its treatment and is an excellent example of the effectiveness that can be obtained with a tint-block and reverse printing. The tint-blocks, which contain the illustrations in reverse, are printed in gray ink on white stock, and the text is printed in blue.



Pages from the latest edition of the Automobile Blue Book. Original in colors.

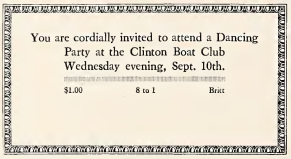
L. FOSTER KING, Pittsburgh, Pennsylvania.— The cards have been gotten up in a very pleasing manner, and offer little opportunity for criticism. We would suggest, however, that you avoid the wide spacing of condensed type.

CONWAY PRINTING COMPANY, Charlottesville, Virginia.— We find nothing whatever to criticize in the specimens which you have sent. The arrangements are good and the color combinations are very pleasing.

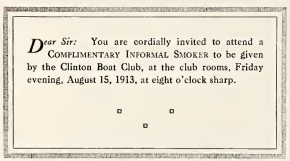
A careful consideration for the principles of good design characterizes the typography of W. J. Hundley, Clinton, Iowa. Among recent specimens from him are a number of interesting postal-card arrangements, a few of which we show herewith.

Plain old-style roman type characterizes the product of The Berkeley Press, Boston, Massachusetts. The reproduction shown herewith will give an excellent idea of the general style used, and will illustrate the effectiveness of simple type-treatments.

The Monotype Composition Company, of New York city, has issued a book showing the type-faces in use in its plant. The book is nicely gotten up and is printed in colors. Various styles of type arrangement are shown, all of them being very attractive.







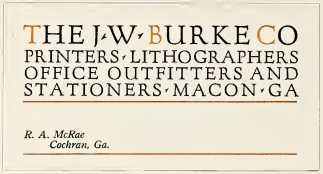
Pleasing typography by J. W. Hundley, Clinton, Iowa.

From T. H. Stark, advertising manager of the Louisville Paper Company, Louisville, Kentucky, we have received a copy of the program of its "Annual Round Up." The program, which is the work of John P. Morton & Co., is a very creditable piece of printing.

John Murray, Los Angeles, California.— While both of the letter-heads are good in design, we rather prefer the one which you have set, due to the fact that its general shape is more in keeping with the shape of the heading itself. The other specimens are good.

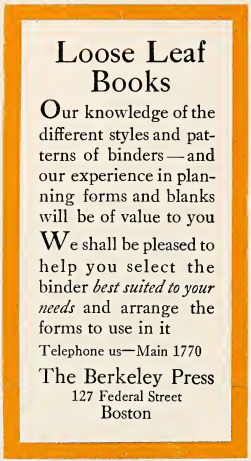
The Galt Reporter Press, Galt, Ontario.— The designs are all very neatly arranged, and we note that you have made a practice of keeping each piece of work in one series of type, thus securing a harmony of shape and tone, which is not always possible where several type-faces are used in the same job.

Frank H. Rawlings, Fort Worth, Texas.— The specimens are well handled throughout, and contain little which calls for criticism. We would, however, call your attention to the fact that the yellow-orange color which is used on the brown stock is hardly strong enough.



By B. W. Radcliffe, Macon, Georgia.

From B. W. Radcliffe, Macon, Georgia, we have received a package of interesting commercial work. The designs are all very neat and tasty, and the color combinations have been carefully chosen. We show herewith a few reproductions which will give a general idea of the character of the work.



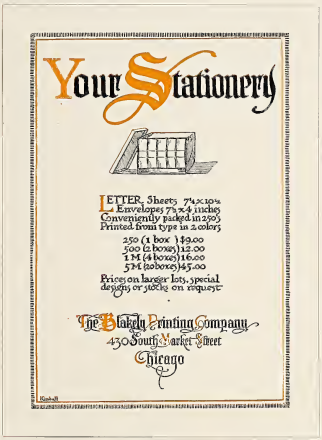
Interesting typography by The Berkeley Press, Boston, Massachusetts.

Wm. McCullough, Toronto, Ontario.— The booklets are all pleasing in general arrangement, and with the exception of the fact that in one or two cases the decorative spots are too heavy to harmonize with the type used we have no criticisms to offer on the work.

The Electric City Printing Company, Great Falls, Montana. — The specimens are all excellent, both in design and color. Your advertisements, especially those in the menu, are unusually well arranged, and we would compliment you upon the manner in which you have confined them to but few type-faces.

CLYDE A. CRAWFORD, Albany, Oregon.— The booklet is original in design, although we think that if the border design were printed in a much lighter tint the effect would be more pleasing. The brown used for the border does not harmonize well with the red and green combination used for the holly decoration.

FROM the Marshall & Bruce Co., Nashville, Tennessee, we have received a copy of a booklet recently issued to emphasize the ability of that house to produce printing of the better kind. The work shown in the booklet is certainly an evidence of that ability, the character of the design and mechanical execution being exceptionally high.



Interesting page from *The Blakely Bulletin*, the house organ of The Blakely Printing Co., Chicago.

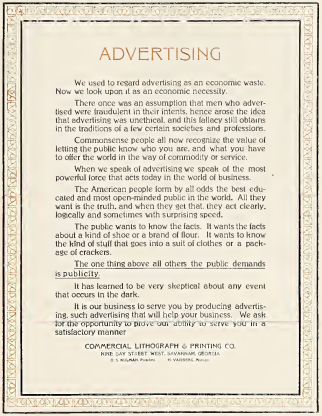
WILLIAM HANSFORD, JR., Somerset, Kentucky.— While the specimens are quite satisfactory in appearance, we would call your attention to the fact that where rules are used, either for the making of panels or the underscoring of words or lines, care should be taken that they are of the proper weight to harmonize in tone with the type with which they are used.

THE printing-house of Crane & Co., Topeka, Kansas, has marked its forty-fifth anniversary by the issuing of an attractive booklet, containing a history of the firm and a complete description of the plant. The booklet is illustrated with numerous half-tones showing views of the various departments and portraits of the members of the firm and heads of departments.

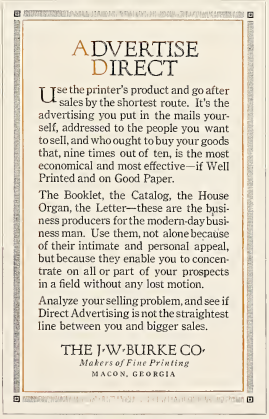
WM. S. FOSTER, Kettering, England.— The bazaar booklet would be more pleasing, both in the advertising and text pages, if there was less mixing of different type-faces. As far as possible, each advertisement should be kept in one or two series of type, and if you were to confine all of the advertising pages to one or two series, the effect would be still more satisfactory, without loss of advertising value.

J. FRANK CANDETO, Savannah, Georgia.— If you were to simplify your designs by gathering the type-matter into two or three groups instead of spreading it over the entire page your specimens would be much more pleasing in appearance. This applies particularly to the title-page of the booklet for the picnic of Alee Temple. The circular entitled "Advertising" is nicely arranged, and we show herewith a reproduction of it.

IN *The Blakely Bulletin*, the house organ of The Blakely Printing Company, of Chicago, much use is made of hand-lettered designs. The accompanying reproduction of a page

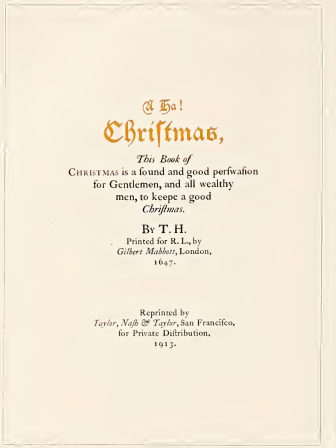


Circular by J. Frank Candeto, Savannah, Georgia.



By B. W. Radcliffe, Macon, Georgia.

taken from a recent number will give an idea of the effective manner in which this feature is handled.


A Ha!
Chriſtmas,
This Book of
CHRISTMAS is a found and good perſwaſion
for Gentlemen, and all wealthy
men, to keepe a good
Chriſtmas.
By T. H.
Printed for R. L. by
Gilbert Mabbert, London,
1647.
Reprinted by
Taylor, Nash & Taylor, San Francisco,
for Private Diſtribution,
1913.
Here is proved the cauſe of Free-will Offerings, and to be liberall to the poore, here is found & good Arguments for it, taken and proved out of Scripture, as any hath been written a long time.
A Ha! Chriſtmas.
THIS Feſtivall and good time of Chriſtmas, or of our Saviours birth, when God became man, born of a pure Virgin, when the brightnes of the glory became cohered with mans nature, when the word was made fleſh, and dwelt amongſt us, when Chriſt Jeſus came into the world to reſtore mankinde to an everlaſting glorious eſtate. Again, this very good time of Chriſts birth ſome men do not greatly deſire to have this day ſanctified with thankſgiving, nor yet their poore kindred and poore neighbours feaſted with Chriſtian mirth and love, but I hope theſe men will change their judgement, when it ſhall pleaſe God to increaſe faith and knowledge, and it may pleaſe God this book may give or ſhew a little light to their knowledge, for by Gods help we will bring both Scripture and reaſon, and that wiſe and godly Chriſtians of very ancient time have kept it and maintained it, and therefore I hope that good

Two pages from a handsome booklet issued by Taylor, Nash & Taylor, San Francisco, California.

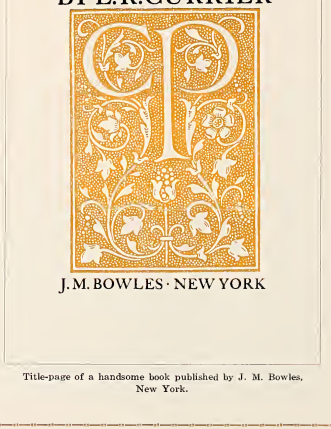
C. R. BATES, Parry Sound, Ontario.—The border which you have used on the program is a trifle too decorative, especially for the inner pages. The page which backs the title-page would be more pleasing with the group placed a trifle higher, dividing the page into spaces of unequal size, and we would also suggest that you avoid an arrangement of words which brings only part of a word in the last line of a paragraph.

L. B. CAIN, Bunceton, Missouri.—A noticeable feature in your commercial specimens is the use of too many type-faces. By keeping each job in one or two series we secure a harmony which is not obtained where several type-faces are employed. In any event, we should select type-faces which will harmonize in shape and tone, and avoid combinations of condensed and extended letters.

The Florida Advocate, Wauchula, Florida.—The booklet is very cleverly gotten up, and the views are especially interesting. They do not show to the best advantage, however, due to the fact that the tint in the background is rather strong and is of a color which conflicts with the color used for the cuts. A tint of a green or blue hue would serve to bring the illustrations out better by reason of the contrast.

IN accordance with its custom of remembering its patrons at the holiday season, Taylor, Nash & Taylor, of San Francisco, this year published as a holiday greeting a unique volume entitled "A Ha! Christmas." The original of the book was printed 266 years ago, and in the reproduction the spelling and punctuation (as well as the misspelling) have been faithfully followed. Three hundred copies were printed on hand-made paper, and we show herewith reproductions of two of the pages.

WE show herewith a reproduction of the title-page of "Type Spacing," an extremely interesting book, by E. R. Currier. Mr. Currier has written many illuminating articles on the various phases of typography, and in this book he treats the question of spacing in a very informing manner. A limited edition of three hundred copies has been issued by J. M. Bowles, of New York, the work being done by Norman T. A. Munder & Company, of Baltimore. It is printed in colors on hand-made stock, and artistically bound in boards.

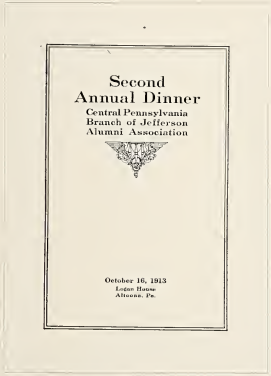

TYPE SPACING
BY E. R. CURRIER
J. M. BOWLES · NEW YORK

Title-page of a handsome book published by J. M. Bowles, New York.



Pages from a booklet by the Progressive Composition Company, Philadelphia, Pennsylvania.

From Fred. Doig, St. John, New Brunswick, we have received another package of excellent commercial specimens. Mr. Doig's work is pleasing in design and the color combinations are carefully chosen. We show herewith reproductions of some of the specimens.

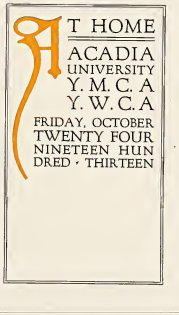


By C. F. Skelly, Altoona, Pennsylvania.

J. A. McGowan, Nokomis, Saskatchewan.— We would suggest that the rules and decorative spot on the letter-head be printed in a lighter brown, inclining more toward the yellow. The rules are a trifle too heavy for a strong color such as you have used. The combining of the text type with the larger sizes of the square gothic letter accentuates the lack of shape-harmony between the two letters.

From M. E. Miller, Fairmont, West Virginia, we have received a copy of "Modern Printing in the Making," a booklet recently issued by the Fairmont Printing and Lithographing Company. The booklet is descriptive of the plant of this company, and is well illustrated with half-tones showing views in the various departments. The work throughout has been very nicely handled.

The printer is not always careful to do his own advertising in the most effective manner. The printed matter which he produces in advertising his own business is not infrequently below par. This is perhaps more often noticeable in books or booklets gotten out to show the specimens of type-faces in use in the shop. For this reason, a booklet recently issued by the Progressive Composition Company, of Philadelphia, is especially

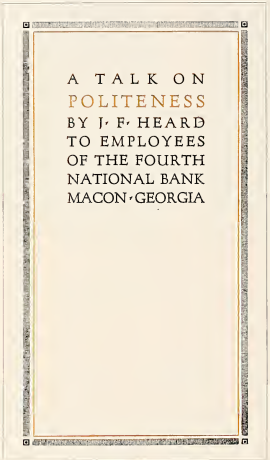


Cover-page by Fred. Doig, St. John, New Brunswick.

interesting. It was issued to give publicity to the linotype service of the company and to show the variety of faces at the disposal of its patrons. We show herewith reproductions of some of the pages, from which may be gained an idea of the general

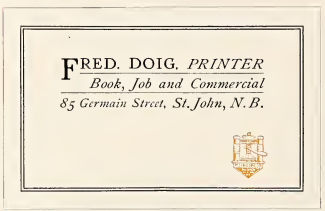
arrangement. The originals are printed in two colors, the borders being in gray and the balance of the matter in black.

F. W. KURK, Anadarko, Oklahoma.— The high-school annual is nicely arranged, although there are one or two points to which we would call your attention. On the title-page we would suggest that you place the line which is now in the upper left-



By B. W. Radcliffe, Macon, Georgia.

hand corner directly above the main line, and then raise the entire group of type a trifle. A feeling for proportion, or the pleasing inequality in the parts of an object, would suggest that the text matter on the dedication-page be placed in the upper portion of the page rather than directly in the center as you have shown it.



Card by Fred. Doig, St. John, New Brunswick.

BROWN PRINTING COMPANY, Camden, Arkansas.— Your invoice contains too many type-faces. In order to have shape and tone harmony, both of which are essential to good typography, it is necessary that the type-faces used in a job shall not conflict with each other, either in their shapes or in their tone or strength of color. In this invoice-design you have combined condensed and extended gothic letters, heavy and light gothic letters, and roman and text letters, and the general effect is not as pleasing as would be the use of but one or two series. We would also call your attention to the fact that the text letters, which were originally designed to set close together and save space, should never be spaced widely, either between letters, words or lines.

DURING the past month calendars have been received from the following: John W. Little & Co., Pawtucket, Rhode Island; The A. B. Doerty Co., Findlay, Ohio; The Wellington Woolen Manufacturing Co., Wellington, New Zealand; The Johnston Harvester Company, Batavia, New York; Wm. H.



Card by Fred. Doig, St. John, New Brunswick.

Pool Printing and Binding Co., Chicago, Illinois; Denver & Rio Grande Railway; Carl Boroughs, Brooklyn, New York; White & Wyckoff Manufacturing Co., Holyoke, Massachusetts; Stettmer, Brothers, New York city; Thomas Todd, Boston, Massachusetts; The Smith-Brooks Printing Co., Denver, Colorado; Libbie Printing Company, Boston, Massachusetts; The Post Express Printing Company, Rochester, New York; The New York Edison Company, New York city; The Pennsylvania Railroad; The Commonwealth Press, Worcester, Massachusetts; J. M. Huber, New York city; J. & A. McMillan, St. John, New Brunswick; The Stone Printing and Manufacturing Co., Roanoke, Virginia; Universal Portland Cement Company, Chicago; Wild & Stevens, Boston, Massachusetts.

HIS GEM.

He wrote a bright poetic gem,
His muse's first endeavor;
The verses, as he studied them,
No fault betrayed, whatever.

The poem brought him joy serene;
Fame's messenger he hailed it,
And to a worthy magazine
In anxious haste he mailed it.

A week had scarcely passed away
When back they brought his verses;
Against the editor that day
He breathed a thousand curses.

He filed away his gem declined,
And presently forgot it;
In later years it came to mind,
And curiously he sought it.

He cast the crumpled thing aside
When he had coldly read it;
"God bless that editor," he cried;
"I'm glad he's there to edit."

—*S. E. Kiser in Chicago Record-Herald.*



THE INVENTION OF PRINTING.
First of a series of calendar designs illustrative of the progress of the printing art.
Designed and drawn by Carl Schefller, Palette and Chisel Club, Chicago.



THE INVENTION OF PRINTING.
Second of a series of calendar designs illustrative of the progress of the printing art.
Designed and drawn by Carl Scheffler, Palette and Chisel Club, Chicago.

COST AND METHOD

BY BERNARD DANIELS.

Business Success.

The new year has begun and the old year 1913 is closed, and you are thinking of the results that have been achieved — of your business success during the past year. How great was that success; do you really know? Have you the means of actually finding out or are you going by rule of thumb and subtract the income from the outgo, and claim that all the rest is profit?

This is a serious question to every printer, as to every business man, and unless you have a correct cost system that takes account of actual values as well as money payments, you do not know where you are, and are only guessing whether you made a profit or not.

The new year is also the time for the putting into practice of good resolutions, and the ideal time to install a cost system in your plant that will give true results, not only at the end of the year but all through the year, not only on the gross business but also on the individual job.

Business success is that condition where you have not only built up a comfortable bulk of business with substantial, good-paying customers, but have also built on lines that secure you a fair net profit after you have put aside the amount required for the interest on your investment and the depreciation for the year (put them aside for use in paying yourself interest and forming a replacement fund with which to renew the plant when worn out), have paid yourself a fair salary in proportion to what you would have to pay another to do your work, and paid all bills or provided for their payment. When you have done all this you can claim to be a successful printer and not before.

Such a condition of success is impossible without a cost system; that is why we urge it as a necessary method of conducting business, and the Standard cost system is the simplest and most effective and that is why we recommend it to all printers who do not feel that they can employ high-priced experts to devise systems that will not give them any more.

This is a serious time of the year and a serious subject, and you should not dismiss it lightly if you want to be a success the coming year.

To What Is Your Customer Entitled?

The question has been raised as to what the buyer is entitled to in the way of prices for his work. To make it more distinct we will repeat our correspondent's question:

"In our city are three plants: one with every up-to-date facility for rapid production and all the latest fads; another with ordinary good equipment and really a first-class plant; a third with quite a lot of old type and some new and more old machines. Now, the first plant by using its facilities to the utmost can produce a certain job at, say, $500 (to make an even figure), the second will have a cost of about $530, and the third can not get the job through at less than $580. These figures are not exact but very nearly correct. Now what is the right price for that job?"

As we understand it these figures are actual cost of production, and the job is not one which can only be done on special machinery owned by plant No. 1, but such as might be done in any ordinary printing-office.

Here is a question of trade ethics peculiar to our business, for in most other lines the market values are fixed by trade conditions, and the man having the best facilities would make the least possible cut and pocket the major part of the difference as a reward for his initiative and energy in securing the better facilities. Possibly, the man with the higher cost would find himself so dangerously near the selling price that he would wake up and improve his plant or refuse the business. But not so the printer, he would add a minimum profit and take chances.

As we have said before and fully believe, the man who has the foresight and nerve to so equip his plant and increase its efficiency is entitled to a larger profit than the man who fails to see his opportunity; in fact, he must get it, as the higher efficiency is short-lived unless kept up by constant costly watchfulness; and the better plant depreciates more rapidly, not only of itself, but because of the spread of the use of the very machines and methods that make it the better plant to-day, and therefore, expenditures for new facilities and methods must continually be made.

The man who fails to keep up to the times and supply himself with at least average facilities does not deserve consideration, and really gets none, from the buying public. It looks upon him as the under dog — the man going down hill — and never fails to give him a kick or a push. He must meet market conditions or give up.

This brings us face to face with our old friend, the "law of average," and his method of rewarding the faithful and punishing the laggard in the business race. The customer himself will naturally buy of the lowest bidder, and rightfully, too; but the right price is that which would give a fair profit in a moderately well-equipped and well-managed shop.

If No. 2, who is supposed to have a moderately well-equipped plant, shows a real cost of $530, and a correct net profit is twenty per cent of the actual selling price, then the job should be priced at $662.50. Such a price would give No. 3 a profit of only $82.50 or 12.4 per cent of the selling price. No. 1, however, would make a profit of $162.50, equivalent to 32½ per cent theoretically, but we doubt if actual practice would show over 25 per cent when his extra shrinkage as mentioned above was considered.

Perhaps some would contend that 20 per cent is too much profit on the average selling price, and name other

businesses where less is considered sufficient. Suppose, for the sake of the argument, we figure out the profit of these three printers on a basis of adding 15 per cent to the cost of the average or middle man of the three. This would give the following results: No. 2 would sell the job for $609.50, and make a net profit on that selling price of $79.50 or a little over 13 per cent; No. 1 selling at the same price would have a profit of $109.50, equal to 17.9 per cent; while No. 3 would only receive a net profit of $29.50, only 4.8 per cent — much too little for a safe business.

The establishment of average prices for all grades of printing, which is what the various organizations of printers have been working for whether they have established arbitrary prices or not, would force the laggards to improve their facilities or get out, and offer big inducements to the best-equipped plants to keep in the front rank. It would help the customer by preventing him from overcharge by the poorly equipped and managed plant, and benefit him as much as it would the printing-trade.

Our correspondent has named a very moderate difference in costs between the highest and the lowest, which makes our analysis less striking. Under a 25 per cent addition these printers would have quoted $625, $662.50, and $725, respectively, while many are actually making quotations that vary fully 33⅓ per cent to 50 per cent, presumably figuring on their supposed costs.

Think this question over seriously, and at the same time consider the condition of your plant, and be honest with yourself in judging where you are in the scale of equipment; then take it up at the next meeting of your organization and talk it over with your fellow victims of the system of reckless bidding and see what you and they can do to correct this awful abuse of great variation of bids on what your customer believes to be one and the same job.

A full, free and frank discussion of this matter, at least once every six months, by every printers' organization in the land would inevitably produce results that would add to the respect in which printers are held by other business men, and increase their net profits while giving the customer a squarer deal.

Before or After?

Have you ever had any experiences with the plumbers and builders in the way of getting estimates and then trying to make the bills you received agree with those estimates which you, in your innocent thought of the printer's method, took to be promises that the work would be done for the amounts mentioned? Have you? Well, then you know that your friends the plumber, the carpenter and the painter, *et al.*, have guessed as near as they could to the price under the conditions you named, or that they imagined after you had allowed them to inspect the plans or look over the place, but that the actual work they have done is somewhat different, and that therefore you must pay for what you received in the way of extras. Arguments amount to little, and threats to less, if your tradesmen are of the usual kind. You may change to another firm next time, but you will find that the only way you can get the job at estimate price is to tell them in advance that they must name a maximum figure and then take what you get.

How different from the printer's way of doing things. He looks over last year's catalogue and some partially prepared copy, hears the buyer say that it will not be as heavy as last year, and that he must have a low estimate at once. Mr. Printer makes the estimate at what he thinks is the correct figure, pares off a trifle for fear his competitor may be lower and presents it to Mr. Buyer, only to be told he is too high, way out of sight, a robber, or some equally flattering thing, and given the chance to cut some more.

Does Mr. Printer say: "Mr. Buyer, this is only an estimate on your partially prepared copy, the price will probably vary when the work is done, and you may want to make some changes that will affect the price." Usually he does not; but the extra cost generally does occur.

A price before the copy is actually all prepared, laid out, the style decided on and papers selected is, at best, unfair to both parties. An estimate of the probable cost is all right; but a fixed price is not.

The printer has the same right as other craftsmen, who take fewer chances, to make his *estimate before* and a *correct price* for the actual work and material used *after*, and would get it if he would simply refuse to give a binding estimate, except on carefully made specifications, with a fair allowance for emergencies and with the understanding that all changes of any kind would entail an extra cost.

Here is a thought that should be taken up by all printers' organizations and fully discussed.

O Ye of Little Faith.

"One of the greatest influences that have worked to prevent the spread of the cost-system dogma is the conceitedness of the average printer who has partially succeeded in acquiring a plant and a feeling of independence." Such were the words of an organization worker recently, after an afternoon spent trying to get a few small printers to put the cost system at work in their plants. Having heard the old gags about "knowing just how long it should take to do the work because they were practical printers," and "look at this plant when I only had a single press and a few fonts of type when I started; where did it come from if I did not make a profit?" he felt he had good reason to call such men boneheads or something worse.

But let us consider the matter a little, we who have been through the mill of building up a plant from nothing, or less; we who can put ourselves in the small printer's place and look at it from his point of view. He feels that he needs every dollar and has nothing to waste on experimental things such as he considers the cost system, and even though you offer to install it for nothing he knows it will cost something to run it. He knows that he often sells a job for less than it ought to be priced and sometimes at an actual loss, but he does not see how the cost system is going to prevent that.

You tell him that the cost system will show him the right price and what jobs he is losing on, so that he can drop them and seek others that yield a proper profit, and he thinks of that job for Jones, Brown or Robinson that you took for far less than his figure, and, as he thinks, at less than cost.

You tell him of the cost of depreciation and interest, and that he should have a replacement fund equal at least to the difference between the present value of his plant and a new one containing the same material and equipment; what would you say if he asked you about your replacement fund?

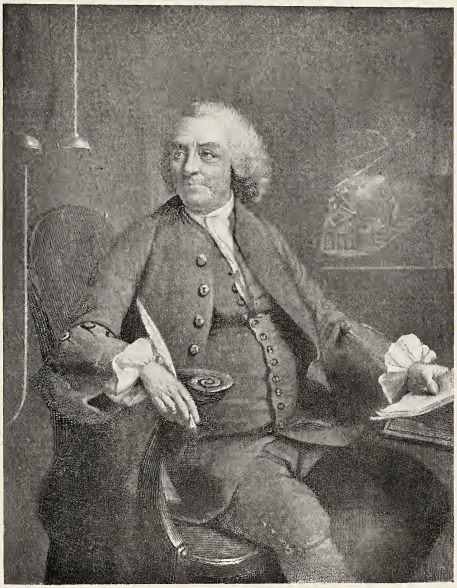
The small printer is not so conceited as this worker claims, but he is timid and fearful; he has had so many bitter experiences of meeting cut prices made by you and his other competitors that he has no confidence in your

story, and is suspicious that you are simply trying to "put one over on him," as they say on the street.

It is you, working for betterment and trying to help your fellow, who is conceited; but your great fault is that you have so little faith in your own theories that you do not practice what you preach. You belong to a Franklin Club, or a Board of Trade, or a Typothetæ, or a Master Printers' Association that is working for the establishment of cost systems in every plant and a market rate for printing such as is known in other lines of trade, but you do not have faith in your own teachings. You ask the right price when you feel that competition is not keen, but as soon as you think the cutter is on the job you lose faith in the averages and costs shown by your own system, and drop all profit and a nice slice of real cost to get the job and thereby create another buyer of cheap printing that it will take years to convert to a correct buyer.

If you have not perfect faith in your cost system go over it carefully, find the weak point and correct or strengthen it until you have an abiding faith in its returns. If you can not find the place yourself, send for the expert and let him point it out and then correct it; it will be the most profitable investment you ever made.

It is possible to have a cost system so correct that it will check up every incorrect expenditure, show you every error in pricing, and do everything that can be done outside of yourself to prevent you from making a fool of yourself in the eyes of your customers and your fellow printers; but you must let it be correct and not try to doctor it because it shows up your bad breaks or poor management. You must abide by its records as being as unchangeable as the famed laws of the Medes and Persians. When you can do this, the cost system will make you prosperous in spite of yourself and give you time to show others how it is being done.



BENJAMIN FRANKLIN.

Half-tone from an engraving by C. Turner, A. R. A., from a painting by M. Chamberlin.

While you are among those of little faith you will be uncomfortable and in hot water, because you have nothing to fall back upon when pushed by designing buyers of printing. There is no reason in the world why a buyer should not buy on the cheapest market and from the cheapest man so long as he does not force prices down by misrepresentations; but there are many reasons why the seller should be absolutely certain that his price is right and that it contains a real profit for his equipment — not for the other fellow's.

This brings us to another point. When your cost

system shows a higher cost do not blame every one within reach, but sit down and study your records and see if you are getting the work that is suited to your equipment. You know the remedy.

It is still early enough in 1914 to make your cost system such that you will have full faith in its returns, and you should do so at once. If it is a good thing for any one it is a good thing for you. Get busy at once and make it what it ought to be, so that you will not be faithless but believing, and then when you talk to the fellow who has no cost system you will be so full of enthusiasm that he can not help being convinced that he ought to have it also.

The greatest obstacle to the growth of the cost system is those printers who have partially installed it either through laziness or conceit, and who have little faith in its results because they know that their systems are not dependable. This is the thing that keeps the other fellow from putting in the cost system. Resolve that from now on you will be honest with yourself and your business, and live up to the cost system and make that cost system as exact as care and intelligence can make it. Then you will not be faithless but believing.

A Just Rebuke.

The following true story shows how the buyer of printing regards the varying estimates furnished him by members of the craft who claim that they are "able to run their own business, and do not need to be shown how to estimate, and have no time to monkey with a lot of records and blanks called a cost system." Those are the exact words of the man who made the break told of in this little bit of history.

A business man in a city of something near five hundred thousand population called for estimates on a catalogue, and being anxious to get it as cheaply as possible called so loudly that he received ten bids, ranging from $390 down to $180, all but three being above the $300 limit. After scheduling the bids, he was called on by the man who had bid $180, who quite confidently asked for the copy, saying that he knew that his bid was the lowest. The buyer simply shook his head and said, "There must be some mistake in your figures." The salesman looked at a notebook which he took from his pocket and said, "I don't see how we can do any better, but I will take it at $175." He was told that he had better go back and go over his figures again and come in to-morrow. He did so; but looked very much crestfallen as he quietly said, "We made a serious mistake in that estimate and find that it should have been $325, and that is really a very low price."

Then the buyer raised his voice and spoke thus to that salesman: "Yesterday you wasted my time by putting in a fool price and to-day you want to rob me, what kind of business do you call that? Get out of here. I can not afford to deal with such a house as yours."

The job was placed at a price of $315 with a stationery house which farmed it out and made a sure profit, while the printer who did it made a real loss, for the job required $68 worth of composition and make-up and took $178 net invoice price for paper, and called for a careful half-tone make-ready of three forms of sixteen pages on 25 by 38 inch stock, worth at least $50 more. About $375 would have been a fair price, and only four of the ten bid anywhere near it.

This is the kind of thing that makes shoppers of our customers and creates suspicion in their minds that there is no bottom to printing prices or that the man quoting a fair price is robbing them and piling up enormous profits.

One would think that, with all that has been written and printed about estimating there would be greater uniformity, and it is almost discouraging to those engaged in the work; yet it should be an incentive to keep on.

Let every printers' organization in the land begin the education of the buyer by sending to his trade organs the truth about printing prices, and by circulating in their own cities tracts showing conditions as they are and asking for a fair deal, and above all pushing for a cost system in each plant.

The Cost of Pamphlet Binding.

For some occult reason, printers, large and small, will persist in running half-equipped and inadequate pamphlet binderies as a part of their plants, and generally in such a slipshod manner that they have no idea whatever of the cost of the work.

The dogma of the accurate cost system has been preached long enough to have penetrated these dark corners of printerdom, but evidently in vain if we are to take the price-lists promulgated by the various printers' organizations as the results of any system of cost-finding.

Quite recently we compared the price for binding a pamphlet, sixteen pages and cover, saddle wired, and trimmed flush, as announced by four large organizations of printers, with the following results:

No. 1	$5.75	for 1,000 copies.
No. 2	2.30	for 1,000 copies.
No. 3	4.56	for 1,000 copies.
No. 4	4.65	for 1,000 copies.

The wages paid in these four cities are within a ratio of ten per cent of the same figure, and it is natural to presume that the average output an operator would be the same in all, and yet here we find a difference of over fifty per cent in price for exactly the same amount of work. Is it any wonder that our customers will not accept the first quotation or that they shop around and go out of town for their printing?

But there is no real reason for this. Of course, the cost-system reports of various shops may show different hour-costs for the work of the bindery help on account of improper management or equipment, but where there is a reasonable efficiency they do not vary enough to account for ten per cent difference in selling price.

This question of bindery costs is a live one, and with the help of our correspondents we are going to try and place it upon a sound basis. Send in your data and we will collate and publish it as soon as we get enough to assure us that we can make a correct average. Look this up and send it at once.

To start with we will take the primary operation of pamphlet binding — namely, hand folding. In fifty-eight cities of which the writer has records the prices charged for binding are based on the supposition that the folders receive 10 cents a thousand folds piece work, while in fact a large majority are working on weekly wages of from $6 to $9 a week, according to supposed ability, and many more working piece work receive from 12 to 15 cents a fold a thousand.

Several hundred Standard cost systems have shown that the cost of the female help in the bindery, doing folding, gathering, inserting, tipping, and such other operations not requiring the use of machinery, is from 33 to 35 cents an hour, with an average of 33.9 cents. This would allow a net labor cost of 13½ cents an hour on the average, or $6.48 — say $6.50 — a week for wages. The lowest record used in this calculation was from a small inland

city where female labor was plentiful in the busy season, and was 29.3 cents an hour. Nine-tenths of the reports show over 33 cents, and only a few 35 cents. Therefore this may be looked upon as a true average.

Now, as cost, as the customer knows it, is the time and product, what do we get for 34 cents an hour? Only about one-half of these cost-system shops kept any record of average output, and most of these did not separate the one, two, three, and four folds, so that we have but little to base a calculation upon. The average number of folds, as shown by those reporting, was 685 an hour, which would give an average cost of 49.6 cents a thousand folds.

As a sixteen-page-and-cover pamphlet calls for four folds the cost would be $1.884 a thousand.

Inserting in the cover can be done about one-half faster than folding, so that would require fifty-nine minutes a thousand at a cost of 34 cents; the cost of these two operations being almost equal to the selling price in the lowest city named above.

With the stitching, trimming, counting and packing to be accounted for we already have a cost that, with the usual allowance of twenty-five per cent added, would almost equal the highest price named above.

This article is intended to awaken your interest in the effort to establish a standard for pamphlet binding, and you are requested to send the editor of this department the following information, based on your cost system. If you have only time records and not a cost system in your bindery, give him the product per hour only.

The cost by the hour for various bindery operations.
Wages paid per hour to folders, etc.
Average number of one folds an hour.
Average number of two folds an hour.
Average number of three folds an hour.
Average number of four folds an hour.
Number of pieces inserted an hour, counting all the pieces as follows: 48 pages and cover, as three sixteens, would be four pieces.
Number of signatures gathered an hour.
Number of single sheets gathered an hour.
Number of books stitched an hour — four signatures or less — saddle-wired, two wires.
Number of books stitched an hour — four signatures or less — side-wired, two wires.
Number of 6 by 9 books covered an hour with glued cover.
Any other accurate information you have of the output of bindery help or machinery.

This will give the data for working out a really scientific pamphlet-bindery price-list, and from the basis of a better understanding between the printers and their allies, the pamphlet binders.

Send in your records promptly and we will endeavor to make the forthcoming article on this subject intensely interesting.

The Bonus System.

Printers everywhere are interested in increasing production and thereby profits, and many have looked longingly toward the bonus system in use in some other industries as a possible solution of the problem, but few have attempted to put it into actual practice.

The following letter from a New York city printer who makes a specialty of facsimile typewriter-work and general rush-order printing, shows that he is approaching the problem in the right light, and may give some printer a pointer that will help him go further in applying the bonus system to the printing-office.

I believe it is the part of enlightened selfishness to do all you can for your helpers. You will find, of course, many instances where you will be illy repaid for any courtesy shown — and it sometimes seems as though the brutal taskmaster of an employer gets the quickest service. Well, he does get the quickest service — but not the best.

It is my good, or bad, fortune to handle a great volume of rush work, but the name I have made for this particular feature of my advertising business would be impossible without earnest coöperation. The problem, then, is to get the most out of the working hour, and to make every helper produce to his or her capacity. In a plant where the wages for a given piece of work are nearly the same, how are you going to supply an incentive for one girl or man to do more than another? If you set a bonus for the girl or man doing the most work in a department in a day, you immediately start rivalry of an unpleasant sort — complaints that some one is getting easier jobs — complaints of partiality, etc. But if you say to your operators, "Your ordinary capacity for good work is an output of $8 a day; if you make over that you get 25 cents extra for that day, but you must make a dollar over the 58." This gives the operators 25 per cent of their increased earnings. You lose nothing, for you are giving from your surplus profits, from what you would not otherwise have, and you immediately put a premium on good, quick work. Furthermore, you give an equal chance to every one working for you, and the rivalry is pleasant, every one has an equal opportunity; and I have found that by this simple bonus plan I have increased the capacity of my plant, without increase of machines or operators, 25 per cent a day. Surely this is worth while.

I do not believe in the flat-wage system on rush work. I recently had a contract, for a prominent trust company, to copy all the acts and laws of interest to certain of its clients introduced in all the legislatures of all the States. It was a stupendous job. Over forty day operators and forty night operators were needed. I faced a dead loss on the basis of weekly pay, as none of these operators could earn for the business, at the rate I was charging, enough to more than cover their salaries.

I sat down one night at eleven o'clock in my office and figured the thing out. It was difficult work, but it was evident, from my own experience, that 25 per cent more work could be done by each operator. The mistake made was in telling the operators that the work was temporary — they wanted to make it last. I then filled out a schedule of rates on a piece-work basis. Thirty girls resigned the first day it was in force; the others were disgruntled. I discharged them all, and had a full crew engaged for night and day work at piece-work rates the next morning.

The first week was much better than before, but very far from satisfactory. Yet one girl turned out thirty dollars' worth of work. She was half afraid to ask me what she had made, as she feared that since she had made so much I would limit the amount each girl could make. That is a what a good many men would do, and there is where a criminal business error is possible. I told her the more she could make the better I liked it and I would be glad to pay her fifty dollars a week if she earned it. Every girl in the room heard her story. You should have seen the reports for the next week. My pay-roll jumped 60 per cent; it was a terrible pay-roll, but it was a splendid bill I could present and a splendid record I was making for finished work, and from a dead loss I was making a sure profit. Nor did the speed at which the work was done permit the girls to be careless in its operation. Everything was edited and proofs read, and the girls had to make their own corrections. The first few days the errors were staggering, but when they saw how carelessness lessened their earning power, the work was very nearly perfect.

But, for your permanent help the bonus system is best — and do not fear that they will make too much. If they earn it it is theirs, and if you take from them what they have earned you have stolen their bread. If you expect a square deal, give one.

In my printing-plant the bonus system is not yet in operation. It is in operation in my multigraphing and typewriting departments. I find it difficult to regulate speed with efficiency in the printing department, and I am making a quiet study of individual feeders. To fix the time for the varied classes of presswork is difficult, and when I have the operations standardized I will let your readers know the result.

LAWRENCE F. DUETZMAN.

The above gives the germ of the bonus plan — increase of pay for each unit of production for increase of output. This is the incentive to the workman and the profit to the employer. It is what was aimed at by the piece-work system and not attained because of the greed of employers and carelessness of employees.

Stripped of all foreign matter, the bonus system is simply the payment for labor at an increasing price a unit in proportion as the amount of output increases, and can only be effective under conditions which insure the proportion of increase no matter how great the output.

We shall discuss this further in a future issue, and desire all of our readers who have experimented with the bonus system and those who have succeeded in putting it into effect to write the editor of this department.

CHICAGO OLD-TIME PRINTERS CELEBRATE FRANKLIN'S BIRTHDAY.

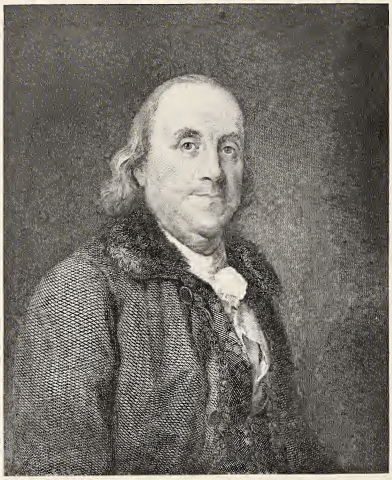
BY H. HILLMAN.

A JOVIAL assemblage of between five and six hundred, consisting of old-time printers, their friends, wives, and sweethearts, gathered in the ballroom of Hotel La Salle on Friday evening, January 16, to do honor to the memory of, and to commemorate the two hundred and eighth anniversary of the birth of the printers' patron saint, Benjamin Franklin. This occasion marked the twenty-ninth celebration of this event held by the Old-Time Printers' Association of Chicago.

ceeded to an enthusiastic investigation of the following menu (who could resist it?), in which they were accompanied by a number of splendid selections by the orchestra: Blue points; bisque of lobster au quenelles; celery; olives; fried filet of sole, sauce tartar; supreme of spring chicken, green peas, potatoes chateau; combination salad, French dressing; bisquit imperiale, petit fours, mignardises; Richelieu cheese, toasted crackers; coffee.

Vocal selections were rendered by Mrs. Florence Ellis Stevenson, with piano accompaniment by Mrs. Clara Shepard-Sack, daughter of the late Henry O. Shepard, founder of the Henry O. Shepard Company and of THE INLAND PRINTER. Mrs. Elizabeth Schoreck sang her own composition, "My Genevieve of Long Ago."

The investigation of the menu completed to the entire



BENJAMIN FRANKLIN

Half-tone from an engraving by R. W. Dodson from a painting by J. B. Longacre after an original miniature "in possession of W. J. Duane, Esq." "Entered according to the Act of Congress in the year 1835 by James B. Longacre in the Clerk's Office of the District Court of the Eastern District of Pennsylvania."

Plans were all well arranged beforehand to have the banquet, and the program which followed, on scheduled time, so the floors could be cleared in order to give plenty of time for those who wished to join in the dancing, and it was but a short while after the time announced when the doors were thrown open and the guests filed in to take their places at the tables.

After the invocation by the Rev. Frederick C. Spalding, President Samuel K. Parker gave the signal — using, in place of the regular gavel, a dinner-gong which was loaned for the occasion by Dr. J. H. Ostrander, a prominent oculist, and which was the exact counterpart of one presented by Doctor Ostrander to Sir Thomas Lipton — and all proceeded to an enthusiastic investigation of the following menu (who could resist it?), in which they were accompanied by a number of splendid selections by the orchestra: Blue points; bisque of lobster au quenelles; celery; olives; fried filet of sole, sauce tartar; supreme of spring chicken, green peas, potatoes chateau; combination salad, French dressing; bisquit imperiale, petit fours, mignardises; Richelieu cheese, toasted crackers; coffee.

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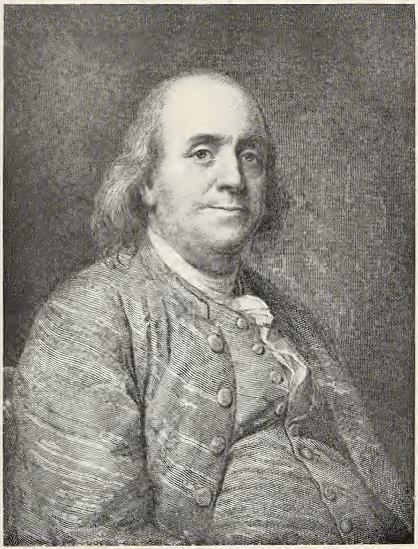
The investigation of the menu completed to the entire satisfaction of those who took part — all of whom proved to be very capable — President Parker called for order and in a short address extended a hearty welcome, on behalf of the association, to all present, and introduced the toastmaster of the evening, Charles B. Lahan, vice-president of the Regan Printing House.

Melville E. Stone, general manager of the Associated Press, who was on the program to speak on the subject, "Franklin, America's Greatest Journalist," was unable to be present on account of illness, but sent a letter which was read by William H. French, president of Barnhart Brothers & Spindler. In his letter Mr. Stone said that the greatest debt we owe Franklin was for the insistency with which

he urged frugality. "Franklin was America's greatest journalist, and the best composite phase of American citizenship. He was the country's first humorist; but his quips never left a sting. He established the country's first hospital, started the University of Pennsylvania and the system of rural credits out of which have grown all of the building and loan associations." Mr. Stone also laid emphasis on the unselfishness of Franklin in refusing to patent any of his many inventions for the reason that he believed they belonged as much to the people as to himself.

The second speaker on the program was the Hon. James

Lawrence Y. Sherman, senior United States Senator from the State of Illinois, spoke on "Franklin, the Utility Man." Senator Sherman, in a most interesting talk, held the attention of his hearers while he mixed wit and humor with seriousness, and incidentally a little politics. Speaking in a jocular way of the appointment of Henry M. Pindell as ambassador to Russia, the confirmation of which has been held up in the Senate, Senator Sherman said that he certainly would vote to send Pindell. "Somebody has to go, and if he wants to why shouldn't he; besides, he happens to be a Democrat, so why shouldn't I vote to send him,



BENJAMIN FRANKLIN.

Half-tone from a steel engraving by H. B. Hall from the original picture in pastel from life by J. A. Duplessis in 1873, and "now in the possession of John Bigelow, Esq."

M. Lynch, ex-president of the International Typographical Union, now Labor Commissioner of the State of New York. Speaking on the subject, "What Printers Have Done for Industrial Peace," Mr. Lynch said the greatest thing printers have done for industrial peace was their first struggle for union recognition, when they began their campaign for higher wages, which make for better citizenship and better living conditions. "If Franklin were alive to-day, he would be a member of the Typographical Union and a fighter for shorter hours and higher wages," said Mr. Lynch. Taking a humorous turn, he said Franklin did nothing more than any printer to-day could do, especially when it came to borrowing money on poor collateral.

and if he doesn't come back in time to vote at the next election so much the better. His opponents say he wrote a letter to a postmaster asking him to push the sale of a certain publication in which he was interested. He is not the first one to do such a thing. History says that when Franklin had a rival publication to deal with he gave postmasters money to push his paper and see that it was properly delivered. This is evidently the first official record of graft in the country."

At the speakers' table sat many old-time printers, among them being Nels Johnson, sixty-nine years old, who, during the Chicago fire of 1871, saved the files of the Chicago *Journal*, on which paper he worked at that time;

W. H. Harvey, eighty-three years old, who set type at one dollar a thousand ems in California in the days of '49; Peter M. Balken, eighty-one years old, and P. J. Cahill, sixty-nine years old. Others at the speakers' table were: Mr. and Mrs. Frederick K. Tracy; Mr. and Mrs. William Kelly; Mr. and Mrs. Albert H. McQuilkin; Mr. and Mrs. B. J. Mullaney; Mr. and Mrs. Thomas E. Sullivan; Mr. and Mrs. M. H. Madden; Mr. and Mrs. Andrew B. Adair; Mr. and Mrs. Michael Colbert; Miss Alice Wright; Mrs. John Buckie; Mrs. Black; Mr. and Mrs. Walter W. Barrett, and Mr. W. A. Hutchinson.

An informal reception was held in the reception-hall while the floor of the ballroom was being cleared for those who desired to engage in tripping the light fantastic. The grand march was led by President Parker and his daughter Grace, assisted by Thomas E. Sullivan and his sister, Miss Ella F. Sullivan; Mr. and Mrs. Walter C. Bleloch; Mr. and Mrs. Michael H. Madden; Mr. and Mrs. Daniel Boyle, and Mr. and Mrs. George N. Bond. A. Scott Dowd, as chairman of the Floor Committee, proved a most efficient Master of Ceremonies.

A unique and at the same time appropriate innovation arranged for the evening was an attractive portfolio containing a number of pictures of Franklin, and several showing Gutenberg at work in his print-shop, all of which were reproduced from original etchings. Inserted in this portfolio was the program — an eight-page pamphlet, attractively gotten up in a brown cover — and the menu-card. One of these portfolios was placed on each plate at the tables, and made a handsome souvenir and reminder of the occasion. These portfolios were presented to the association by The Inland Printer Company, and were designed and printed by The Henry O. Shepard Company.

Chicago's old-time printers first celebrated Ben Franklin's birthday in 1856, in the old Richmond House. From that time to the present they have always been foremost in the business and social life of Chicago. They have occupied positions of honor and trust in national, state, county, and municipal affairs. The Old-Time Printers' Association, through one of its earliest sponsors — John M. Farquhar — occupied a prominent place in the martial field. Farquhar helped raise a volunteer regiment which was fitted out by the Board of Trade of Chicago, and which was the first regiment sent to the front from Chicago, going with it himself as a volunteer. Moving to Buffalo, later, Farquhar represented that district in Congress.

The distinguished guests and speakers at the association's celebrations of past years comprise a long list of public men — men of world-wide fame — men who have been foremost in placing the nation at the head of all nations in the world.

Paul J. Maas, writing on the historical side of the association, calls attention to the great number of members, many of whom have departed this life, who have not only attained prominence but have been foremost in working for those things which have proved to the benefit of their fellow men, and fittingly states: "When the great roll is called and the drones are driven to their appropriate retreat, there will be mighty few old-time printers among them. Success has come to many, some have been crowned by fame. Few have been ill-treated by fate, fewer forced by circumstances to lay down their aspirations. . . . upon the foundations laid by the toil of not a few have been reared the proudest monuments to journalistic enterprise of which Chicago boasts.

"This year's celebration was graced by two ex-presidents of the International Typographical Union — James M. Lynch, who put thousands of memberships into that organization, and clamped the lid down on the eight-hour day; and William B. Prescott, who solved the problem of how to bring about the eight-hour day without friction in the country's print-shops, and thereby laid the foundation on which the International Typographical Union is constructed, and on which it stands to-day, the greatest international labor union in the world."

It has been feared by some, and predicted by others, that the Old-Time Printers' Association would eventually become extinct, but such is not the case. On the contrary, the requirements for membership are such that new members are constantly being added to the roll — twenty-five years or more in any branch of the printing or publishing business in Chicago. No organization of this kind should be allowed to die out, and it is to be hoped that the roll years hence will show the same large proportion of pre-eminent men it now contains. Long life, health, wealth, and prosperity to the Old-Time Printers' Association of Chicago.

LIGHT-WEIGHT PRINTING-PAPER NOT SATISFACTORY IN ALL CASES.

A recent bulletin issued by the Office of Information, United States Department of Agriculture, states that the use of very thin, limp papers in the printing of books has been carried to such extremes by some of the larger users of paper as to render it unsuitable for the purposes for which employed, according to the Leather and Paper Laboratory of the Department. Many kinds of paper can be reduced in weight from ten to twenty-five per cent without sacrificing their utility. There is not so much objection to a thin, light paper, the texture of which is sufficiently firm and stiff to allow rapid and convenient handling, as there is to papers which are very limp, and which in consequence can be turned over with difficulty, "dogear" easily, and wear out much too fast. Publications where the size of the sheet exceeds 5 by 8 inches, which are consulted very frequently and are read continuously should not be printed on very light, thin, limp paper. The Department urges purchasers to give close attention to this matter in their own interest, selecting paper for editions of medium rather than of extreme weight and thickness.

TELEGRAPHING IN CHINESE CODE.

When a Chinaman in New York sends a cablegram to his friends in Canton or Pekin this is telegraphed in an ingenious way.

There are about eighty thousand different letters in the Chinese language, each of them representing a word, or, rather, an idea, for the word used to express that idea may be utterly different in one part of China from that used in another.

There are many different dialects, but the same letters are used in all to represent the same ideas.

Evidently it would be impossible to reduce such a language to the Morse code. To solve the difficulty of telegraphing in Chinese a special code has been adopted; the most important word-letters have been arranged in a dictionary and numbered from 1 to 9,999.

When a message is presented at a telegraph office each word-letter is looked up in the dictionary and its number is written down. The numbers are sent by telegraph and the receiving operator looks up in the dictionary the word-letters that correspond.— *New York World.*



ST. IVES

Four-color engraving from an oil painting by Victor Higgins, Palette and Chisel Club, Chicago
Engraved by Jahn & Oliier Engraving Company, Chicago
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Dullo Process Inks—Yellow 165, Red 308, Black 166, Blue 185

ST. IVES—AND VICTOR HIGGINS.

BY A. H. M.

THE illustration of a scene in the quaint village of St. Ives, Cornwall, England, is a reproduction in four colors from a charming painting by the author. We are gratified to be able to present, at the same hand, graphically as well as descriptively, a representation of that historic place so familiar to us through song and story. Interviewing Mr. Higgins I have set down what he said to me as he said it, interpolating no questions or suggestions, as I feel sure the reader can better obtain an idea of Mr. Higgins' personality in this way.

"I was born in Indiana, on a farm near Shelbyville," said Mr. Higgins, "and have had a lingering regret, ever since I got over the first excitement of living in a big city, that I ever left. Of course, there is no legal or other kind of reason why I can not go back.

"The first thing I ever painted was a barn. After that I painted a wheat drill, and then a wagon. Next came a buggy with a large bouquet of roses on the sides, which required some argument to collect for, being an innovation. It brought more business, however, and my field widened out and included sign-painting.

"I was not very old at that time and don't remember just how it happened, but eventually I found myself in possession of forty-seven dollars, and I started for Chicago — the last seven of this I got for painting the portraits of a neighbor's favorite cows, one favorite's picture on one side of the wagon-box and the other favorite's on the other side.

"My first work in Chicago was in a sign-shop on Kinzie street. The pay was two dollars less than the sum required for board. I quit and looked for something else. The next job was painting signs on walls. On the first undertaking, which happened to be the sign on a wall of an engraving house (Rodgers, I think), the rope broke and I was shunted off onto one of those racks they build out of the windows for gasoline and benzin cans. In falling I jarred one off and it fell four floors, struck the dock and then went into the river.

"Of course I was thankful, and decided to quit the sign business. I climbed through the window, and on my way out passed through the art department and got an insight into the work that would have taken much longer had I tried to enter the regular way. I asked them for a position, and they took my name and address.



Victor Higgins, Artist.

"Not long after, I took up the painting of theatrical scenery and specialized somewhat in staging the opera.

"Three years ago I went to Europe for a period of study in the studios in London, Paris and Munich. In England I became a member of the St. Ives Arts Club, and in Munich a charter member of the 'Club of American Artists in Munich.'

"In Paris I studied in the studio of Revué Menard, and came in contact with other mural painters.

"Since returning to America I have been occupied with mural work in Chicago and the Middle West. The largest commission was the Englewood Theater, which included the working out of the entire color-scheme from floor to draperies. The mural panels in this theater covered a surface of sixteen hundred square feet.

"I have exhibited pictures in England and France, also with the Exhibition of American artists in Chicago and with the Chicago Society of Artists.

"My first exhibition upon returning to America was at the Palette and Chisel Club, Chicago. I am a member of this club and have held the office of vice-president."

St. Ives, Seaport and Borough of West Cornwall.

Mr. Higgins' Impressions.

St. Ives seems to be one of those out-of-the-way places in which nothing out of the ordinary happens to bring it to the attention of the world.

It has grown there in a sheltered place in its bay and of its own accord, moved by its own impulses into forming its queer, crooked streets and passageways, unhampered by any knowledge or any interest in current ideas of what is best in the bringing up of growing villages. Almost every one knows of its existence. Not as the seat of any great activity, but rather from the point of persistence. It has been lying there in the sands so long that a knowledge of its existence is almost instructive. The knowledge is probably perpetuated by impressions gained in our nursery travelings—for it was on our way to St. Ives that "we met the man with seven wives," etc.

One history passes it by with this: "Its antiquity seems to be considerable, as its proper and original name is St. Hya, or Ia — a woman of great sanctity who came hither from Ireland in the year 490." The history further states that she was martyred there at that time. Whether the village existed before that event, or is merely an accessory after the fact, no one seems to know. The surrounding country is honeycombed with exhausted mines, worked first by the Phœnicians and then by the Romans, who, in payment for their toll of copper and tin have left a road that can be traced across the country to where the

channel narrows and then through France, and to the City of the Seven Hills.

One feels a vague spirit of expectancy when entering St. Ives, a dreamy sort of expectancy that carries with it an equally vague assurance that the expected will not happen. And it doesn't either, except rarely when the lookout from his little house on the cliff notes a peculiar purple shadow moving across the water and waves his signal to the village below. Then the cry of "pilchards" rings through the narrow streets and the town turns to the fishing boats; which, in their eagerness to gather the fruits of their godsend, they man sometimes to the point of sinking.

Generally the excitement subsides as rapidly as it has grown, for a school of pilchards is very elusive — one might think that the purple shadow is visionary, for it is over seven years since it has turned to a reality. After such a break in the monotony, affairs settle again into their quiet, easy state of expectancy with an excursion of the fleet into the bay, for herring or mackerel, according to season, when the weather is not too forbidding.

And between times stories are to be told and tinkering about the boats is to be done, and no Cornishman is to be seen "a workin' hisself idle." The functions of the village, too, are to be performed, according to traditions and superstitions handed down from no one knows what source.

Maybe a girl is anxious to know if her future is to be one of good luck. To determine this she takes the nose of a newly butchered pig and, walking a few paces out of the front door, casts it backward over the house without turning. If the nose falls in the garden in the rear she rests contented, but should it strike or stay on the roof it spells for her an unlucky life, in which case she goes to the moorland in search of a "pellar." This is a blue stone supposed to be formed by the breath of an adder coming in contact with hazel-twigs — a charm that renders powerless any evil spirit that one might have inherited naturally, or may have had wished upon them.

A "pellar" can be found in the pocket of any Cornishman fortunate enough to find or inherit one, together with many other curious things, the potency of which no one but a Cornishman of many generations could surmise.

So deep-rooted and varied are the superstitions, and so sensitive are the people to even a suggestion of ridicule that a full knowledge of their weird beliefs will probably never come to any one except by the route of a Cornish cradle.

One can mingle with them — chat or chaff with them on the quay — have tea with them at midnight, under the half moon, in the cockpit of their fishing-boats, strewn with "kippers" and dogfish and surrounded by countless numbers of screaming gulls, but never know them or penetrate to the seat of that vague invisible government that prompts many silent looks and shiftings of feet and hands.

In the lands and on the quay one hears scraps of conversations that are light and sometimes bantering and not always without a touch of anger. Yet underlying this one feels a tone of kindliness and mutual understanding that touches the tragic — for boats do go out at night that do not return with the morning.

There, storms gather and break quickly and violently, and buildings along the quay at high tide and in tempests are lashed with spray from the sea.

Often one wonders at dusk of a placid day why the fleet remains in the harbor. He may surmise that the weather is not promising, but if he were a Cornish fisherman he would know that some bleary old pair of eyes had seen "Jack Harry's" lights — phantom lights — that float through like the spray where the waves break on the rocks at Godrevy.

Like most other parts of rural England the Christmas season is devoted to the singing of carols, and whoever burns his candle on Christmas Eve until late in the night is sure to attract more than one band of carol singers, and unless he be an ultra-modern with no liking for the quaint and old things he will find it well worth the candle.

There the quaint and the picturesque are the commonplace and the natural; but this will not endure for another century, for it is the dream of the fisherfolk to have motors to propel their boats, which is almost pardonable.

Yet this desire for the new in some things goes hand in hand with a reverence for the old. Guy Thorne, student of folklore, writer of moorland fiction and the successful wooer of a Cornish sweetheart, said, earnestly and low, that "even to-day many a goat is dragged to the moorland, and sacrificed, by the light of a midnight fire, on some secluded cramlech — the altar-stone of the Druids.



"The Flight of the Aeroplanes."
Photograph by H. S. Bedaine.

A BOY WITH A FUTURE.

"Ma," exclaimed young Teddy, bursting into the house, "Mrs. Johnson said she would give me a penny if I told her what you said about her."

"I never heard of such a thing!" said his mother indignantly. "You're a very good boy not to have told! I wouldn't have her think I even mentioned her. Here's an apple, sonny, for being such a wise little lad."

"I should think I am, ma! When she showed me the penny I told her that what you said was something awful and worth sixpence at least!"—*Answers.*

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Replacing Distributor-screws.

An Illinois operator writes: "I would like to know the procedure for putting in a new lower front distributor-screw."

Answer.—(1) Remove the distributor-box and clutch. (2) Remove the brackets on the left and right ends of the screws. (3) Drive out the gear-pin of the lower screw. (4) Drive out screw and put gear on new screw. Reverse order in replacing, and be certain that you time the gears before putting on the clutch-shaft gear.

Motor Does Not Pull.

A correspondent writes: "We are using an alternating-current motor of one-third horse-power, and on long measures the machine will stick just as the disk pulls away after the cast. It does not seem to be strong enough to pull the line away from the matrices. Have never had any trouble with ejector or clutch. Both are fine. The plunger and well are kept clean, and the plunger works freely in the well. Is the fault with the motor, or is there some other reason? We do not have that trouble on short measures, after the mold is warm, though there have been times when the pot did not return to its proper position."

Answer.— We do not think the fault lies in the motor. We suggest that you oil the pot-return cam, and clean the clutch-pulley and leather buffers on the shoes. If this does not remedy the trouble, remove the clutch-spring and stretch it about one inch, then return it to place and try it.

Plunger.

A Missouri correspondent writes: "I am writing you regarding trouble we are having with the plunger on a new Model 5. The foreman tells me that he keeps the well of the metal-pot cleaned out, and has been using tallow every day to help the plunger along, but the trouble continues — it will stick several times during the course of the day. When it sticks it is with difficulty that it can be gotten out."

Answer.— You should order a rotary well-brush from the Mergenthaler Linotype Company. Dip this brush into a mixture of tallow and graphite and use it in the well. About once a week for several weeks, you should bail the metal from the pot so that the well is exposed about half an inch; then place a small piece of tallow and about an equal quantity of graphite in the well. After cleaning the plunger with a greasy rag, dip it into a mixture of oil and graphite, and place it in the well; then fill the pot to the proper height with metal. You will generally find that this treatment will prevent the plunger sticking. When you are through with the machine for the day, take out the plunger, place it in the can of tallow and allow it to soak until ready for use the next day. Before putting the plunger into the well, take it out doors and thoroughly clean out the grooves with the wire plunger-brush, then dip it into the tallow. Once a week will be often enough to put tallow and graphite in the well, but the plunger should receive treatment daily. If this fails to relieve the situation take out the plunger, fasten it in a vise and rub it with very fine flint paper. Clean thoroughly after this operation.

Spaceband Box.

An Ohio correspondent writes: "We have a Model 5, low-base machine, which has been running something over three years, and have always had trouble with the spacebands — we use the thin ones. Recently the trouble has increased. Here is the situation: When out of the box, the spaceband pawls (when new) are of identical length, but in the box, with the levers tight on the shaft, the outside pawl is three thirty-seconds of an inch above. We have been allowing the outside lever to run loose on the shaft, but as it can not be kept that way we decided to tighten it and dress down the pawl. This gives trouble with transpositions, as the bands are lightning-fast, compared to what they were. We can not see that the matrices are slow, either. How can we adjust the matter?"

Answer.— You should have the pawl levers tight to the shaft, and the two pawls must be of equal height and must also have the same relative height with the points of the top rails. It may be possible that the transpositions are caused by the points of the chute-spring being bent too low. These points should be a trifle above horizontal and should not interfere with the last matrix in the word.

A further letter from this correspondent follows: "We have discovered the reason for the spacebands being lightning-fast, as referred to in our former communication. It was caused by the adjusting-screw on the spaceband lever being set too low. As we stated before, when the levers are tight on the shaft, the outside pawl is three thirty-seconds of an inch higher than the inside one. To obviate this difference we did run with the inside lever loose on the shaft. Obviously, this required constant readjustment. With the levers tight, the outside pawl must be dressed down to make it even with the other. This leaves only a very little of the pawl to work with, and necessitates a readjustment of the screw on the lever. To set it high enough so that the bands will clear on the return stroke of the cam and still be low enough to get under the spaceband ear is some trouble, but temporarily we have accomplished it. The band was fast because it was lifting over the rail on the first movement of the pawl instead of the last."

The correspondent is in error regarding some points. The adjusting-screw can not alter the speed of delivery of

the spacebands. Also, the spacebands are not at any time delivered by the first movements of the pawls. The points of the pawls have four movements: down, to the left, up, and outward, or to the right. The delivery occurs when the pawls rise and lift the spaceband above the hooks of the top rails.

Keyrods Stick.

A Michigan operator writes: "I am having the following trouble with the linotype I am operating. The keyrods go up full distance and stay there, and the matrices come partly out of the magazine and stick. The keyrods fail to return to their places. Yesterday I put on a pair of new rubber rollers, but they fail to help the situation in any way."

Answer.— Empty the channels of those matrices which do not run out freely. When they are out, examine their ears, and if they are dirty rub them on a piece of soft wood or strawboard, then rub them again on the graphited cloth. While the matrices are out, touch the various keys and note if the keyrods still remain elevated. If they do, take hold of the keyrod-spring hook and pull the rod down; then move it up and down to see if it binds. Possibly the verge binds, or perhaps the keyrod spring is weak. That is the part you must determine by examination. The new rollers have nothing to do with the rods remaining up. These rollers should be cleaned with soap and water and roughened with coarse sandpaper. The bearings should be oiled and the place for the bushings should be clean before putting in the rollers. Do not tighten the screws too tight. If the keyboard cams need oiling they should be attended to while you have them out. Be sure the matrix guides in front of magazine do not interfere with the matrices.

Spaceband Transpositions.

The following is from a Texas correspondent: "I am having trouble as you can see by enclosed proof. I have watched the many queries in your valued journal, but have not been able to stop the spaceband transpositions. Not all proofs are as bad as the one submitted, but the spacebands seem to take 'spells.' I have watched and studied my movements in operating, but have not been able to detect the trouble, unless it is that the keyboard is speeded too high. The pulley which drives the rollers is nearly 3 inches in diameter, being built up by a former machinist. Being practically a new man in the shop I do not want to decrease the size of the pulley unless you think that is what causes the trouble — spacebands coming too fast."

Answer.— The pulley on the intermediate shaft bevel-gear being built up above normal should not cause the trouble, as equal speed is given both keyboard rollers. If the main driving-pulley is running normally the pulley being built up is giving the rollers too high a speed. We would advise removing the built-up part and allowing the rollers to run normal speed again. The most common cause of transpositions like those shown in the proof you submit is due to the points of the chute-spring being bent below horizontal position. They should be a trifle above horizontal. The band is not coming down too fast; the matrix which follows it is coming too slowly.



BENJAMIN FRANKLIN

Half-tone from an engraving of an original portrait in pencil by Benjamin West "in the collection of the Hon. Samuel W. Pennypacker, LL.D."

Metal-pot.

An Iowa operator writes: "Upon taking charge of a No. 5, about a month ago, I found they had been having trouble with porous slugs and general hot-metal effects. The machine was being run with neither the pressure nor heat governor in working order; but upon fixing the governors I discovered that it was necessary to have temperature very high in order to keep metal hot enough to work. I diagnosed this as probably worn-out metal or hard metal, although the foreman informed me that new metal worked the same way. I had the metal tested and added the toner which was recommended as necessary, but this seemed to aggravate the trouble. I found the metal-pot had been repacked, but the job did not look good to me — it seemed to be packed too much; there was no space next to the pot at all — so I repacked it myself, but this gave no relief. Conditions are as follows: On starting work in the morning (leaving governors as at the close of day before) the metal is too hot, it takes several pigs and some time to cool it down; then the pot gradually freezes around the edge. I keep opening the governor until it is finally wide open, with the metal still frozen in the top of pot but too hot on the bottom, with an occasional back squirt and slugs that fairly sizzle. I manage to struggle along at a slow speed, using screw-drivers and chisels to knock metal off the plunger and pot sides. I forgot to say that I opened the vent in well, which was stopped up. I figured in the beginning that most of the trouble experienced had originated from hot-metal trouble, and that this was either bad metal, a poorly packed pot, or a worn plunger and well. Now, I think (providing the metal analysis was O. K.) that I have traced it down to the plunger; and what I would like to know is, have I been on the right track, and is it possible for a worn plunger to have this effect? I have said all along that a new ring plunger would be necessary, but as several operators have tried their hands on this machine and apparently given up, and my efforts so far look like wasted time, I wanted your advice before asking for a new plunger. Please advise me, as soon as you can conveniently do so, how to keep the metal going long enough to hang the elevator, for a few minutes at least. I think the metal works a little better since repacking the pot; it seems to run good for a longer time before freezing."

Answer.— Instead of the apparent hot metal, we think you are having, relatively speaking, cold metal. This causes an accumulation of metal to gather on the mouthpiece, which results in a back squirt. It is quite possible that your governors are not set right, and therefore your metal temperature is irregular. The first thing to do is to set your pressure-governor so the flame is full without blowing. This should be done when the pot is cold. The next step is to reset your pot-governor; this can be done effectively when the metal is melted by gradually lowering the plunger in the governor (while the by-pass is closed) until the gas flame diminishes a trifle. You should have a thermometer with which to test the temperature of the metal. This you can get from the Mergenthaler Company. When you have the machine governor adjusted approximately, do not make frequent changes, but gradually raise or lower the adjusting stem or rod until you secure a sharp-faced slug. Do not change more than once in a half hour or so, and then very slightly. If you get a thermometer, suspend it in the metal, out of contact with the side of the crucible, and try and keep the metal at normal height and the heat regulated so it registers between 525 and 550 degrees. The spongy condition may be due to a loose-fitting or dirty plunger. Take the plunger out of doors and clean it with a wire brush, first dipping it in oil or tallow. The grooves should be free from oxid. If this treatment does not give relief, and you notice that the plunger descends freely while casting, you should order a new plunger. Increase the stress of the pump-lever spring to the limit. We do not think the repacking had anything to do with the trouble, and do not understand what you mean when you state "It was packed too much; there was no space next to the pot at all."

Distribution of Matrices.

An operator in Missouri writes: "I am enclosing two proofs marked 'A' and 'B.' They were set consecutively, and I want to call your attention to the mixture in proof 'A.' Am using a Model 8 linotype (new) and matrices are in good condition. I do not believe it is in the combination bar, however, as neither of the other two magazines gets mixed in this way. I have never been able to find just the sort of mixture in the magazine, but have frequently found 'c' in 'fi' and 'r' channels. As soon as I saw this proof I ran all matrices out and found everything perfectly straight. Kindly tell me what to do, as this is certainly annoying."

Answer.— You should run out all of the offending matrices and run them in again, and then exhaust each channel separately and see if any mixture has taken place. Repeat this operation a number of times as this should reveal to you any matrices prone to run in the wrong channel. Should you find any character out of its channel, mark it and run it in and observe if it is again found out of its proper channel. Matrices that repeatedly run into the wrong channel should be set to one side, their combinations examined and, if possible, corrected. Otherwise they should be destroyed.

Recent Patents on Composing Machinery.

Tabular System.— F. F. Wilson, Brooklyn, New York, assignor to Mergenthaler Linotype Company, New York. Filed April 27, 1912. Issued November 18, 1913. No. 1,079,866.

Multiple-magazine Linotype.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed April 3, 1912. Issued December 16, 1913. No. 1,081,753.

Multiple-magazine Distributor.— D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed April 29, 1912. Issued December 16, 1913. No. 1,081,754.

Matrix Escapement.— R. O. Boardman, Grand Rapids, Mich., assignor to Mergenthaler Linotype Company, New York. Filed November 2, 1911. Issued December 16, 1913. No. 1,081,806.

Record-strip Perforator.— J. B. S. Booth, Enfield, England, assignor to Lanston Monotype Machine Company, Philadelphia, Pa. Filed June 3, 1912. Issued November 25, 1913. No. 1,079,326.

Matrix Elevator.— A. W. Le Boeuf, Woonsocket, R. I., and J. B. Armitage, Pawtucket, R. I., assignors to Electric Compositor Company, of New Jersey. Filed December 15, 1911. Issued December 9, 1913. No. 1,080,569.

Slug Ejector.— A. W. Le Boeuf, Woonsocket, R. I., and J. B. Armitage, Pawtucket, R. I., assignors to Electric Compositor Company, of New Jersey. Filed January 15, 1913. Issued December 9, 1913. No. 1,080,576.

Keyboard Escapement.— D. Petri-Palmedo, Bridgeport, Conn., assignor to Electric Compositor Company, of New Jersey. Filed December 13, 1912. Issued December 9, 1913. No. 1,080,578.

Typecasting and Composing Machine.— P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype Company, New York. Filed June 28, 1909. Issued December 9, 1913. No. 1,081,025.

Multiple-magazine Matrix Escapement.— P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype Company, New York. Filed January 18, 1912. Issued December 9, 1913. No. 1,081,026.

Matrix Escapement.— G. P. Kingsbury, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed December 30, 1911. Issued December 9, 1913. No. 1,081,047.

Justifying Mechanism.— B. F. Bellows, Cleveland, Ohio, assignor to Electric Compositor Company, of New Jersey. Filed July 19, 1909. Issued December 23, 1913. No. 1,082,006.

Linotype Mold.— H. A. W. Wood, New York city, assignor to Wood & Nathan Co., New York. Filed September 28, 1907. Issued December 23, 1913. No. 1,082,059.

Matrix-reversing Mechanism.— N. Dodge, East Orange, N. J., assignor to Mergenthaler Linotype Company, New York. Filed October 11, 1911. Issued December 23, 1913. No. 1,082,114.

Matrix-assembling Mechanism.— D. G. Holt, Santa Monica, Cal., and G. R. Horton, Los Angeles, Cal. Filed February 23, 1911. Issued December 23, 1913. No. 1,082,197.

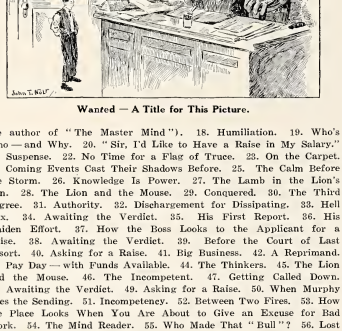
Spacer-handling Mechanism.— A. W. Le Boeuf, Woonsocket, R. I., assignor to Electric Compositor Company, New York. Filed February 2, 1912. Issued December 23, 1913. No. 1,082,275.

Typecasting Machine.— F. C. L. d'Aix, Brooklyn, N. Y. Filed November 14, 1908. Issued December 30, 1913. No. 1,083,195.

PICTURE-TITLE CONTEST.

As announced in the November issue of THE INLAND PRINTER, we publish herewith the complete list of titles submitted in the picture-title contest. Our readers are invited to select, by vote, the title which in their opinion is the best. These votes will be tabulated, and the contributor of the title receiving the highest number of votes will receive a year's subscription to THE INLAND PRINTER. Address, Picture Contest Editor, THE INLAND PRINTER, 632 South Sherman street, Chicago.

1. Ready for the Reprimand. 2. His Judgment Day. 3. Fired. 4. Realized Inefficiency. 5. When Courage Fails. 6. His First Proof in a New Office. 7. Petitioning the Boss for Shorter Hours. 8. "D——n That Compositor — I Ought to Fire Him." 9. The Man Higher Up. 10. An Idler's Dream. 11. "You Say You Want a Job — Why Don't You Look It?" 12. Submitting the Proof of Incompetency. 13. Doubt. 14. Incompetent. 15. The Applicant. 16. Before His Majesty, the Editor. 17. The Master — Mine. (With apologies to



Wanted — A Title for This Picture.

the author of "The Master Mind"). 18. Humiliation. 19. Who's Who — and Why. 20. "Sir, I'd Like to Have a Raise in My Salary." 21. Suspense. 22. No Time for a Flag of Truce. 23. On the Carpet. 24. Coming Events Cast Their Shadows Before. 25. The Calm Before the Storm. 26. Knowledge Is Power. 27. The Lamb in the Lion's Den. 28. The Lion and the Mouse. 29. Conquered. 30. The Third Degree. 31. Authority. 32. Dischargement for Dissipating. 33. Hell Box. 34. Awaiting the Verdict. 35. His First Report. 36. His Maiden Effort. 37. How the Boss Looks to the Applicant for a Raise. 38. Awaiting the Verdict. 39. Before the Court of Last Resort. 40. Asking for a Raise. 41. Big Business. 42. A Reprimand. 43. Pay Day — with Funds Available. 44. The Thinkers. 45. The Lion and the Mouse. 46. The Incompetent. 47. Getting Called Down. 48. Awaiting the Verdict. 49. Asking for a Raise. 50. When Murphy Does the Sending. 51. Incompetency. 52. Between Two Fires. 53. How the Place Looks When You Are About to Give an Excuse for Bad Work. 54. The Mind Reader. 55. Who Made That "Bull"? 56. Lost Confidence. 57. When the "Soldier" Goes to the "Front." 58. Well? 59. The Calm Before the Storm. 60. Correcting a Standing Form. 61. Up for Promotion? 62. Your Services No Longer Required. 63. A Spoiled Job. 64. Retrospection — Introspection. 65. Who Gave You a Card? 66. Cutting Off Unnecessary Expense. 67. Cold Feet. 68. Before the Judge. 69. Relative Sizes of Men — a Front-office Opinion. 70. Fired. 71. On the Carpet. 72. Copy. 73. Another Call. 74. Late Again. 75. To Keep Him or Not to Keep Him. 76. Asking for a Raise. 77. Asking for a Raise in Salary. 78. Will He Get It? What? The Raise. 79. See the Boss — This Is No Place for a "Small" Man. 80. Hired or Fired! 81. The Course of Human Events. 82. The "Boss's" Disappointment, or The Last Stand of Foreman Jenks. 83. The Boss. 84. A Raise Wanted. 85. The Cub Reporter. 86. When a Feller Needs a Friend (with apologies to Briggs). 87. One of P——sts, Free and Independent. 88. Mea Culpa. 89. One Result of Our Apprenticeship System (?). 90. How Easily Mistakes Are Made — How Hard to Rectify. 91. The Dignity of Labor, U. S. A., 1913. 92. Not an I. T. U. Commission Student. 93. Discouraged and Discharged. 94. Facing the Music. 95. The "Soft Answer" Had Not a Look-in Up to Time of Going to Press. 96. When Opinions Differ. 97. The Great Divide. 98. Fallibility — Admonition — Retribution. 99. The Man Who Knows and Knows He Knows vs. the Man Who Doesn't Know and Knows He Doesn't. 100. Indecision. 101. The Call-down. 102. Opportunity. 103. The Mind Reader. 104. Be Prepared. 105. Capital and Labor. 106. The Diminution of Self-confidence. 107. Imagination. 108. The Untrained Man. 109. So Big, Yet So Small. 110. Two Strikes — Three Balls. 111. The Lady or the Tiger? 112. Do You Think You Have Earned Your Salary? 113. There Is No Profit in Booze Fighters and Cigarette Fiends. 114. Weighed in the Balance and Found Wanting. 115. Conscience-stricken Before His Employer's Rebuking Gaze. 116. A Humiliating Predicament. 117. A "Wrong Font" in the Business. 118. Decision. 119. Anxious Moments. 120. No, We Don't Need Any More Booze Artists. You're Fired. 121. The Grouch. 122. The Last Call. 123. Why Didn't You —— ——? 124. Facing the Gulliver. 125. In the Shadow of the Valley of the "Can." 126. The Penalty of Incompetency. 127. The Last Straw. 128. Anxious Moments. 129. Torturing Suspense. 130. Well, Boy, What the Hell Do You Want? I've Forgotten Now. 131. An "Out" (re) Mark. 132. Pressing the Point Home. 133. In Bad. 134. Explanation Demanded. 135. After That the Deluge. 136. Momentary Hesitation. 137. I Can Not Tell a Lie — I Did It with My Little Stick. 138. As You See It — Not "As You Like It." 139. A Big and Little Wrong-font. 140. A Bad Case in the Case. 141. Two Nicks — the Devil and Areh Devil. 142. Fifty Years Ago — and To-day. 143. Realization: Reaping Returns of Ignorance; Reaping the Returns of Cheap Labor. 144. Will It Be the Sack? 145. The Devil. 146. Arbitration. 147. The Wrong-font. 148. Think! 149. Weighed and Found Wanting. 150. Grandmother's Funeral; Huh! Who Plays To-day? 151. A Disgrace to the Press. 152. A Man Looks as He Feels. 153. Going Down. 154. The Point of View, or Put Yourself in His Place. 155. Imagination. 156. Called Down. 157. Waiting for a Decision. 158. "His Master's Voice," with apologies to the Victor Phonograph Company. 159. Apprehension. 160. The Incompetent — as He Doesn't See Himself. 161. The Country Comp. in the City Shop; How He Felt When Submitting His First Proof. 162. His Rise — His Fall. 163. Scooped. 164. Keeping an Eye on the "I" in Exit. 165. The Power of the Genius. 166. Asking for His First Raise. 167. An Inexcusable Error. 168. Getting a Call-down. 169. Called Down. 170. Industriousness and Indolence (with apologies to the painter of "Dignity and Impudence"). 171. The Compositor's Ordeal — the First Proof. 172. Self-consciousness. 173. Reduced to His Lowest Terms. 174. Bold-face Condensed. 175. Do You Recall the Time? 176. The "Little" Man. 177. Did You Set This? 178. Violent Words Unspoken. 179. Thoughts Expressed without Words. 180. Anxious Moments. 181. You Had Better Study the I. T. U. Course. 182. Fatherly Advice for Master Printer. 183. Young Man, You Need the I. T. U. Course. 184. The Eleventh Hour. 185. The Verdict. 186. The Employer Must Rise and Educate the Apprentice. 187. How Small the Back Room Feels in the Presence of the Mighty Editor. 188. The Morning After. 189. Waiting for the Ghost to Walk. 190. The Goat. 191. Types. 192. The Dirty Proof. 193. Sans Coeur; Right About Face! Quick March!! 194. The Impossible — Asking for a Raise After Fighting the Cost System. 195. Squelched. 196. In Retrospection Now He Sits — Seeing Where Once He Stood. 197. Putting It Up to the Boss. 198. That's All — You May Go. 199. As Others See You. 200. Which Will You Be? 201. Judgment Day. 202. Conscience. 203. Another Man Gone Wrong. 204. The Point of View. 205. Result of a Cost System. 206. Sequence of Indolence. 207. Result of Incompetency. 208. This Is No Time to Exchange Christmas or New Year Greetings. 209. Discouraged with His Work. 210. Did This Ever Occur to You? 211. To Be, or Not to Be. 212. The Loafer. 213. I Admit, Sir, I Am to Blame. But Are *You* Infallible? 214. Breakers Ahead. 215. Guilty. 216. Incompetence — Be the Kind the Employer Will Have to Look At on the Level. 217. The Printer Plus Cost System Equal to Up-to-date Print-shop. 218. Ring Out the Old and Ring in the New. 219. Too Small for the Job. 220. Why I Quit: Not That I Loved Labor Less, But That I Loved Peace More. 221. "You Stiff, There's Bats in Your Belfry," Says I (to Myself). 222. The Long and the Short of It. 223. Exit the Small Man. 224. Puzzle — Find the Boss. 225. The Veteran's Decision. 226. Sorrows of Soldiering. 227. Kid, Please Look for a Lost Copy, It May Be in the Waste Bag. 228. The Editor-in-chief. 229. The Head of This Establishment. 230. Who's Who, and What's What. 231. The Poor Devil. 232. Cause All But Lost. 233. Supply and Demand. 234. Counting the Cost. 235. Where Patience Ceases to Be a Virtue. 236. Nothing Venture, Nothing Have. 237. An Estimate Based on Valuation. 238. I Have Troubles of My Own — Don't Mention Yours. 239. Thoughts Too Deep for Utterance. 240. Tried and Found Wanting. 241. His First Chance — and His Last. 242. The Last Straw. 243. Parting of the Ways. 244. The Labor Problem. 245. The Great Divide. 246. The Proofreader's Dream. 247. Is He Worth It? 248. Caps and Lower-case. 249. Even as You and I. 250. Ever Feel this Way? — Why? 251. The Man Higher Up. 252. Lack of Self-confidence. 253. Example Is One of the Most Potent of Instructors, Though It Teaches without a Tongue (Sam Smiles). 254. The Man Higher Up. 255. You Say You Want a Job; Why Don't You Look It? 256. A Man — A Man — Amen. 257. A Moving Picture. 258. Lost Money Again — Guess I'll Adopt a Cost System. 259. Tested Inefficiency. 260. Reprimand in Brief. 261. The Last

Offense. 262. Inefficiency — the Last Straw. 263. He Feels Very Small in the Presence of the Boss. 264. Disparage. 265. His Proof for Dismissal. 266. The Judgment Bar. 267. Casus Belli. 268. Bewilderment. 269. Lack of Harmony. 270. Erratum. 271. Between Hope and Fear. 272. The Die Is Cast. 273. Exasperation. 274. Fools Invade Where Angels Fear to Tread. 275. He Missed the Mails. 276. "O, Wad Some Pow'r the Giftie Gie Us." 277. Dele. 278. Caps and Lowercase. 279. Where the H——l Are My Scissors? 280. The Cost Bug Invades His Sanctum. 281. The Tenth Moment. 282. Things Are Dull, I Must Lay you Off — You Can Leave Your Name and Address. 283. Baseball Season Opens — "M-M-My Grandmother's Funeral —." 284. Sued for Libel. 285. How the Incompetent Looks to the Boss.



This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Opening for First-class Printer.

(1811) An up-to-date printing-plant in New York State, well equipped for producing all kinds of commercial work, needs a printer who is competent to take charge of the mechanical department and who can give results. The only capital he will have to invest will be brains, competency and reliability.

Compositor Seeks Change.

(1812) Printer of fourteen years' experience as compositor on job, catalogue and book work, stonework and presswork, would like a position as foreman in a small first-class printing-office doing a high grade of work. Practical experience in estimating and layout. Would prefer to locate in or around Los Angeles.

Desires Position as Superintendent or Foreman.

(1813) Man of forty-seven, with a general all-around experience of over twenty-five years, the greater part of which time has been in position of superintendent or in business for himself, would like to secure a position as superintendent or foreman in an establishment that can pay $30 or more a week for a good man. Prefers the East or South. Thoroughly familiar with cost and efficiency problems.

All-around Printer Seeks Change.

(1814) All-around printer of many years' experience on stonework, figuring margins, registering colorwork on press, etc., would like to make change. Can lay out and handle catalogue work from the author to the press, and do commercial work. Will go any place, but prefers the North or East. Union.

Job Compositor Seeks Situation.

(1815) A first-class job-compositor is looking for a situation as foreman, working foreman or layout-man with an up-to-date firm that is willing to pay a fair remuneration for such services. Age 25 years. Will go anywhere if compensation warrants it.

Seeks Position as Foreman.

(1816) Young man, twenty-nine years of age, wants position as compositor or working foreman in job or private plant. Thoroughly understands everything in medium-sized shop. Has had six years' experience in own plant and ten years in business. Experienced in office, composing-room, pressroom, stock, etc.

Compositor Seeks Opening.

(1817) A first-class compositor, with originality and ability as layout-man and hand-letterer, seeks position with responsible firm where he can make use of his knowledge of design and hand-lettering in connection with typework. Thirty years of age. Fifteen years' experience on wide variety of commercial work.

Seeks Partner.

(1818) Chicago man who possesses two presses adapted for sales-book printing, capacity large and varied, which are located in a good field in the Central West, would like to interest the right man in a partnership. Any reasonable terms would be made to the right man.

Superintendent Would Make Change.

(1819) Superintendent of printing, or pressroom foreman, would like to make a change about February or March. Twenty years' experience running pressrooms in New York city and Chicago. At present employed in large magazine and catalogue plant. Understands all makes of flat and rotary presses, cut and color work in all its branches, and would run room strictly on cost-system basis.

Linotype Operator-machinist Wanted.

(1820) Firm in New York State would like a linotype operator-machinist who can handle a Model 8. Man must be a printer who can set advertisements, do jobwork and set up weekly paper. Would expect product of twenty to thirty thousand ems a day. Prefers a married man, over thirty, with good sober habits. Steady position. No union in town. Nine hours.

Compositor Wishes to Go West.

(1821) Job and ad. compositor wishes to locate on western coast. Eleven years' experience, five in largest plant in Chicago, and the past three in largest magazine plant in Ohio. No bad habits. Married. Union.

Compositor Would Locate in Indiana or Illinois.

(1822) Position wanted, either in Indiana or Illinois, by a job-compositor; or would accept position as foreman of small shop. Twenty years' experience. Courteous, prompt, willing, and considers himself efficient. Union.

Would Take Charge of Pressroom.

(1823) First-class pressman would like position on some newspaper where he could take charge of pressroom. Has worked on Goss presses for ten years and is competent on straight black or color work. Prefers position in the Middle West. Present position offers no opportunity for advancement. Can give best of references.

Printing-plant for Sale.

(1824) Complete printing-plant, in Western State capital of sixty thousand population, for sale. Plant inventories about $15,000. Consists of up-to-date and practically new machinery, including all necessary composing-room equipment. Will sell whole or half interest for cash, or will exchange for clear land.

Paper-ruler Seeks Position.

(1825) Paper-ruler having twenty years' experience at the ruling-trade would like position as foreman in that department; good at estimating cost of ruling and getting up new forms. Sober and steady. Can furnish the best of references. At present employed, but desires to make a change.

Color Engraving and Offset-process Artist.

(1826) Expert color-engraver and offset-process artist, with twelve years' experience in the photoengraving and lithographing business, would like to secure a position as foreman or superintendent in the printing department of an engraving and printing house, taking charge of color-work. His experience extends to leading photoengraving and printing houses of Central Europe.

Compositor and I. T. U. Graduate.

(1827) Compositor possessing unusual ability to produce neat and harmonious work would like to connect with an open shop in Brooklyn or New York city, where only the best work is executed. Graduate of I. T. U. Course in printing and a near graduate of the I. C. S. Course in advertising. Minimum salary $18.

Seeks Superintendency with View of Investing.

(1828) High-class photoengraver of fifteen years' experience, practical in all the branches of the platemaking business, would like to secure the superintendency or management of an up-to-date plant where he could become financially interested later, providing all was satisfactory. At present secretary-treasurer of modern plant, but is about to sell out.

Instructor of Printing Seeks Location.

(1829) Man of unusual ability as a printer, designer, layout-man, and a close student of the art, would like to get in a school that is new and be able to make the selection for the equipment, lay out the course and put into practice the knowledge gained through hard study. Graduate of the I. T. U. Course of Instruction in Printing, also a student of book-cover design of the Arts and Crafts Course of the I. C. S. at Scranton, college graduate, as well as having fifteen years' practical experience in every capacity of newspaper and job offices. Comes highly recommended.

Printer, Linotype Machinist-operator Seeks Position.

(1830) Printer with unusual ability as a compositor and linotype machinist-operator would like to secure a position in a first-class plant in Chicago, or some other good city, as machinist-operator, machinist or foreman-machinist. Minimum salary $30.

All-around Printer Seeks Opening.

(1831) All-around printer with five years' experience at the business, with knowledge of cylinder and platen presswork, stonework, job and ad. composition and newspaper experience, and who can handle practically anything that comes into the ordinary shop, would like to make a change. Also has experience as a machinist. Good references.

Seeks Position in Southwest.

(1832) Experienced all-around newspaper man, age 22, ambitious, energetic and possessing good habits, would like to locate in New Mexico, Arkansas, Texas or Colorado. Fast operator on any machine from No. 1 to 9. Make-up or ad.-man. Good references.

Ruler Seeks Change.

(1833) First-class ruler, with experience in some of the best shops in the country, would like to secure position with opportunity for advancement. Twenty-eight years of age. Has held positions as head ruler with some of the largest firms in the country.

Printer Seeks Opening.

(1834) A thoroughly competent printer, with brains and ambition, would like to connect with some good Chicago house as superintendent or foreman, where others have failed to make good. Thirty-four years of age, a hustler and a producer.

Pressman Seeks Change.

(1835) Pressman with fifteen years' experience would like to make a change and take charge of a two or three cylinder shop located in the Central States. Married. Union. Best of references.

Would Buy Printing-plant.

(1836) We hold inquiry from a party wishing to buy a printing-office in a good, live, up-to-date town in any eastern city or county seat. He desires a plant (job-office) that is not too large, with possibly a German weekly in connection.

All-around Printer Would Change.

(1837) Printer of nine years' experience in almost all departments, including job, ad., make-up, pressroom and machine, would like to locate in some up-to-date town where he can increase machine speed. Would prefer Central States, but will go anywhere. Union.

Seeks Pressroom Foremanship.

(1838) Man, thirty-four years of age, with fifteen years' experience in the printing business, ten of which have been as pressroom foreman, would like to secure a situation as pressroom foreman of fair-sized office or general foreman of medium-sized office. A good pressman and well qualified to handle help. Prefers Michigan, Wisconsin, Minnesota or Iowa as to location.

Photogravure Etcher-retoucher.

(1839) Photogravure etcher-retoucher, familiar with the whole process from carbon transparency to steel-facing plate, would like to secure a position. Also experienced in engraving lettering on steel or copper, etching or cutting from type originals, designing business-cards, letter-heads, etc. European experience. Thoroughly competent.

Artist, Dry-point Engraver and Etcher Seeks Position.

(1840) Spanish artist of repute, who is also a dry-point engraver and etcher, seeks position. Also makes drawings on zinc. Will dry-point and etch plates at a reasonable price, returning same by parcel post. Quality and quick service guaranteed.

Foreman Wanted.

(1841) A mechanical foreman is wanted on a bi-weekly newspaper in a thriving Kentucky town of two thousand inhabitants; one who can handle advertisements and jobs, and possesses knowledge of presswork; would pay higher if the man was also a machinist-operator, but that is not absolutely essential. He must know how first-class jobwork should be done and how to get out a mechanically perfect country newspaper. Town has fine schools, churches, and is in a delightful portion of the Blue Grass region of Kentucky.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Was the Joke Fair?

K. C. C., New York, writes: "A newspaper correspondent wrote about 'the twenty thousand odd souls in this town,' and the town was joshed as composed of 'odd souls.' Was the joke a fair hit?"

Answer.— I think it was. What do you (anybody) think?

Matters for Personal Choice.

G. S. S., Geneva, Ohio, writes: "Are the following sentences correct as regards capitalization, punctuation, syntax, etc.? 'Annual Thanksgiving is the distinctive home festival.' 'Fully eighty per cent of the boys signified their intention of playing, so that the league will have to be even larger than last year.' I inclose proof showing how these sentences were written and as the proofreader corrected them. The proofreader holds that his corrections improve them."

Answer.— Yes, the sentences are right as corrected; but they were also correct as written, and the proofreader would have done better to let them stay as written and to correct real errors on the proof. One error uncorrected was a plain question ending with a period instead of a question-mark, and others were omission of beginning quotation-marks in one place and closing marks in another place. The questioned markings were the change of a small letter to a capital in thanksgiving and the change of year's to year. "Annual Thanksgiving" makes the sentence refer to the day as a special holiday, and "Annual thanksgiving" plainly means yearly giving of thanks, each of which is a fitting expression. It is most emphatically a proofreader's duty to make the type say what the writer intends, and in such a case as this that duty dictates preservation of the written form. A similar difference appears in the other sentence. Each form of it is elliptical. As written it expresses what would be meant by "larger than last year's league was," and with the change it means "larger than the league was last year." The written form considers the year's league as a new organization, and the proofreader makes it mean the same body with new members. Either way the ultimate idea conveyed would be practically adequate, but they are not identical, and the choice rests with the writer. No proofreader is employed to make writers say something that is not what the writers mean. If the proofreader finds something in copy that is unmistakably wrong, he should correct it, as omission of a word that is necessary, or any plainly accidental error; for anything more than this, as in any case where the writer may have a reason, that is, when there is any doubt, the writer should be consulted or his copy should be followed. The proofreader should be able to perceive possibilities of correctness in other people's work as well as to find faults. Otherwise he will be sure to have much more than the necessary trouble, and there is enough of that anyway. In the cases in question the writer seems to have chosen the better expressions, and the proofreader should have recognized the possibility of that, at least, and should have asked whether it was right or left it as it was. Always, when there is any room for question, the writer or the editor is the one to whom the decision belongs naturally. If writer or editor, for any reason, authorizes the proofreader to decide, that is another matter; but even then the proofreader should be cautious and conservative.

Punctuation.

G. M., Loomis, Nebraska, writes: "A printer of my acquaintance persists in punctuating as follows: 'John Jones of Omaha, was in this village, Thursday.' It is my contention that the omission of the comma after Jones obviates the use of one after Omaha, and while I am none too clear in regard to the last comma in the above sentence, it seems to me that for newspaper-work, where over-punctuation is to be avoided, the sentence would be more intelligible thus: 'John Jones of Omaha was in this village Thursday.' This same printer holds that in the sentence 'Those present were Harold Smith,' etc., a punctuation-mark should be inserted after were. He isn't partial to any particular mark, but uses a dash, colon, or comma. Please set us right in regard to the above. It will no doubt seem absurd to you that there should be any doubt in regard to such simple matters of punctuation as the above, but I assure you that mispunctuation obtains to an unbelievable extent in the country press. I can, of course, make no claims to being proficient in the art myself, as you will readily see at a glance over this letter."

Answer.— Proper punctuation is very simple, and our letter-writer shows that he is proficient in the use of points by using them correctly in his writing. All that is needed for proficiency in the "art" is extension of the same common sense that is shown in this simple construction to meet the demands of more complicated expression. The first sentence asked about would be correctly pointed with two commas, and also correct with no comma. As his printer acquaintance punctuates it, it is incorrect. No possible argument or sophistication could support the use of the last comma. It is as unnecessary and as badly used as a comma could be anywhere, just as his first one is. His first one would be correct with its complementary comma after the name, but without that it is unreasonable. Use or non-use of the two commas indicated, "John Jones, of Omaha, was in this village Thursday," or "John Jones of Omaha was in this village Thursday," is simply a matter of choice between close and open punctuation, that is, between the use of as many points as possible with reason

and the use of the fewest possible. The former used to prevail, but now the latter is almost universal. No misunderstanding is possible, with or without commas, even with the use of the last one.

In the other sentence mentioned there is an example of what is meant by "more complicated expression" above. In "Those present were Harold Smith, John Jones," etc., merely naming the persons, the reading is too simply continuous to admit properly any point after were. But if we give other details with the names we must have commas and semicolons in pointing off the items, which are all introduced by the first clause, and an introductory colon becomes necessary: "Those present were: Harold Smith, president; John Jones, treasurer; and William Brown, secretary." Such sentences are most commonly printed with a comma instead of a semicolon before and, but the semicolon is the correct point, corresponding to the semicolons which mark off the items all through.

I have carefully and laboriously studied this subject, considering every argument or opinion I could find, good, bad, or indifferent, and have given my decisions in a book entitled "Punctuation," published by D. Appleton & Co., New York, and sold by them for $1, or at a reduced price for a number of copies. I honestly and sincerely believe that book will furnish help that will be worth many dollars to any one, and that there is not a misleading word or a wrong conclusion in it. So strong is this conviction that I dare assert that if the people really knew its worth it would be printed and sold as Webster's Spelling-book used to be. The New York *Tribune* said of it: "A clear, ready, and comparatively simple guide. No treatise on the subject is more fittingly or definitely expressed." The Chicago *Tribune:* "What chiefly commends it is its freedom from dogmatism and its intelligent application of principles." The *World*, Vancouver, B. C.: "A little book that every author, printer, preacher, and teacher might read with profit. There is a wide range of useful topics, and every chapter shows itself to be based on careful research." The Boston *Saturday Evening Gazette:* "There have been larger books on the same subject, but none so simple and philosophic as this manual." And I am thoroughly confident that these commendations and many others equally strong are in no respect other than simple truth disinterestedly expressed.

The unbelievable extent of mispunctuation is far greater than merely the country press. Many excellent books are badly punctuated, because many writers do not know how to punctuate, and many others will not take the trouble to do so.



Benjamin Franklin at the Age of Eighty-four.

Half-tone from a steel engraving made from the original painting by C. W. Peale, in the possession of the Historical Society of Philadelphia.

HAPPINESS is in action, and every power is intended for action; human happiness, therefore, can only be complete as all the powers have their full and legitimate play.—*Thomas.*

NEWSPAPER WORK

BY J. C. MORRISON.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

The Cost System and the Country Newspaper.

C. H. Armstrong, president of the Southwest Cost Congress, writes from Wichita, Kansas, under date of December 10:

"Your very concise and interesting article in the November INLAND PRINTER relative to newspaper costs is of much interest to us in this part of the country, as our Southwest Printers' Cost Congress at Hutchinson a few weeks ago developed much enthusiasm in this subject. We need now a definite, detailed statement of the actual workings of a cost system in a small newspaper and job shop, and if you have available any such experience we would greatly appreciate it if you will let us have it. A good many of the newspaper men in Kansas are anxious to try out the proposition, but there are a number of little details which may be small matters to the man who has mastered them, but which appear like mountains to the man who has yet to face them. . . . We have a live bunch down here, and the cost system has made good progress in the job-shops, but finds entrance more difficult in the newspaper plants."

Kansas newspaper men appear to be about the same as all the rest of us are, or have been, in supposing that there are some peculiar difficulties in adapting the now well-established rules of cost-finding to a printing-plant which happens to publish a newspaper. Going back to my own experience, I remember how convinced I was that a cost system was a good thing and could be easily worked in a job-office, but how much more certainly I was convinced that it could never be made to apply to a shop which did miscellaneous commercial work and also published a newspaper. I was, of course, told that the newspaper was "only a job," but I never saw how simple a proposition it is until I had taken the plunge. Since I got the system working well in my own shop, I have preached its advantages to other country newspaper men in season and out, and I have repeatedly found that the supposed difficulties with the newspaper prevent many and many a country printer from putting in a cost system.

Some Objections.

Among the specific objections which I have heard to putting in a cost system are these:

"It'll take two stenographers and three bookkeepers to run it." Nothing could be farther from the truth. Any small office employing a bookkeeper can easily handle the cost accounting. Any small office without a bookkeeper usually has some one about the office who can give two or three hours a week to this work, and that is all it requires.

Another objection, "Our time is so much cut up — one minute setting an ad., then taking in a subscription, then pulling a proof and reading it, then answering the 'phone and writing a local, etc." Ah, exactly, and that is just the office that needs a cost system the most. It will not be long after the system is installed before that work is systematized — one person will set ads. and do mechanical work, while another stays in the office and writes copy, answers the 'phone and takes in subscriptions. A cost system will soon stop the helter-skelter way of doing work which obtains in some offices.

An Unspoken Objection.

The newspaper is very close to the heart of the average country printer. Its production raises him from the position of a mere artizan to a place of influence in the community. Into its production he has put himself — his best thought, his choices between right and wrong. When an exponent of the cost system comes along and tells him that this newspaper — this creation of his mind and heart — is nothing more than an auction bill or a letter-head in its relation to cost accounting, he feels in an undefined kind of a way that he doesn't want a cost system. To say that "the newspaper is only a job" appears to be understood as an aspersion which closes the portals of the country publisher's mind so that he does not see the simple truth of this statement as a cost-finding maxim.

Yet I know of no other way of stating this truth. The newspaper is only a job so far as its mechanical costs are concerned, but to its mechanical cost should be added certain direct expenses like postage, plates, engravings, managerial, reportorial and editorial service, and the one great object of the writer of this department is to help put the country-newspaper business where the "editorial service" — that product of the mind and heart — will be adequately compensated for.

The Salient Features.

The two salient features of a cost system are:

1. The workman's daily time-report on which he enters the job he worked on, the kind of work he did, and the time of starting and finishing the job.

2. The division of the shop into such departments as are necessary to separate the different productive units. A workman and a typesetting machine constitute one productive unit, and we call this the department of "machine composition." A workman and an equipment of type, slugs, rules, etc., make up another department and we call this "hand composition." A workman and a cylinder press make up another department, called the "cylinder-press" department. A workman and the job press make

the "job-press" department. A workman, a stitcher, perforator and tabbing brush make up the "bindery," and a workman, a stockroom and a paper-cutter make the "stock-handling" department. Now, job-shops of any size are apt to present peculiar problems of departmental division with which we will not concern ourselves.

The accurate record of the workman's time is necessary in order that a record of the productive units may be had to charge on the cost-tracer of each job; and also in order that these units may be used on the monthly summary-sheet where all the expenses of the establishment are brought together and the hour-cost obtained.

The division into departments is necessary because of the great difference in the cost of different kinds of work—a workman and a cylinder press obviously costing more an hour than a workman and a glue-pot.

Overdoing Departmentalization.

Incidentally I may say that I think the tendency has been to exceed the speed limit in dividing the small shops into departments and I will some day address a communication to the cost-finding department on that subject. Suffice it to say here that I have combined the bindery and stock-handling departments in my own shop, and if I were running a smaller shop I would do still more combining.

Adapting the Cost System to the Newspaper.

Every printing establishment must adapt its cost system to its work, and since the country-newspaper office has one job (the newspaper) on which is expended a lot of chargeable editorial time, provision must be made for accounting for this time. There are two ways:

1. Where one or more persons devote their whole time to the newspaper, their salaries may be charged directly on the job-tracer, the same as postage, engravings and other direct expenses are charged. To the salaries might be added a reasonable charge for use of typewriters and other office equipment devoted exclusively to this work. A smaller office where the editor devotes only part of his time to the newspaper can divide his salary and arbi-



FRANKLIN

Half-tone from a photogravure print from modeled bust.
Further data unknown.

trarily charge a reasonable amount each week against the newspaper.

2. A department of "chargeable office-time" may be added to the departments above enumerated, and will be found very convenient, not only in solving the question of what to do with "editorial time," but also with matters which arise in the mechanical end of the shop. All time spent in gathering and writing local news, editing items from correspondents, reading exchanges and stealing editorials, can be put down on the boss's own ticket or on any other employee's ticket as chargeable office-time. As this department carries little or no investment charge, and as the unproductive time in this department is not loaded against the productive time of this department but is distributed against all the other departments, the "extension rate" usually adopted is 60 cents an hour.

The "Chargeable Office-hour."

The convenience of this chargeable office-hour in smoothing out some of the wrinkles in the mechanical end is also great. Here is a typesetting machine usually operated by one employee. When it is desired to increase the output of the machine, a second employee is put to work on it. As the time of the first employee carries with it the interest, depreciation and expense of the machine, it would be a fallacy to have the second employee charge his time also as "machine composition," but that it is chargeable time there is no disputing. Therefore, the "chargeable office-hour," which does not carry with it a machine equipment, can be used.

The same thing is true when it is necessary to put a feeder and a tender on the cylinder press, or a second feeder to feed an insert on a newspaper folder attached to a cylinder press (this latter on the presumption that the cylinder press and the attached folder are considered as one machine). There even are rare occasions when it is necessary to put two employees on a job press, and in such a case the second employee can consider himself doing "chargeable office-work," while the first is doing "job presswork."

Charging Mechanical Work.

The ordinary mechanical work on the newspaper is of course charged as such work would be for any other job, except that it is desirable that the employee engaged in hand composition should put down his time on each advertisement separately from his time in setting heads or making-up. This information amounts to nothing so far as the gross cost of the newspaper is concerned, but is very essential when a detailed study of advertising costs is to be made. The keeping of the record for machine composition and cylinder presswork certainly needs no special explanation. Mailing is charged as bindery time. Correcting the mailing-galleys, if done for every issue, can be charged to that issue; if done every four or five issues, it may be put down as non-chargeable bindery-time.

One of the best things about a cost system is the "cost-tracer"—a ticket on which is gathered all the time charged against a job on the various daily time-reports of the employees. Of course each issue of the newspaper is regarded as a separate job, and the total charges of labor and stock show the cost of the newspaper for that issue.

The cost-tracer, on an ordinary job, is the basis for the price charged for that job (or a text for greater efficiency somewhere along the line), but the cost-tracer on the newspaper is a basis for price in only an indirect way, for the newspaper, as such, is sold to thousands of customers at certain fixed schedules for subscriptions, inches, lines, folios, or whatever the units may be. In fact, the cost-tracer on the newspaper is simply a bill which the country printer, as the owner of the plant, presents to himself as the publisher of the newspaper.

The Weekly "Bill."

This bill reads about like this:

Mr. John Jones, Publisher. Debtor to John Jones, Printer.

To expense of current issue:

Stock and ink	$ 5.85
Machine composition	26.00
Pulling proofs and make-up	12.20
Setting ads.	7.50
Cylinder press	12.50
Mailing	4.60
Plate	3.00
Editorial time	10.80
Correspondence	2.00
Total	$84.45

Of course the shop is entitled to a profit of twenty per cent on its output, so that the bill is not complete until at the end has been added:

Total mechanical cost	$ 84.45
Profit, 20 per cent	21.15
Total cost	$105.60

When this bill is first presented, there is liable to be a fight between John Jones, Publisher, and John Jones, Printer; and while John Jones, Publisher, blames John Jones, Printer, for the issue costing so much, and John Jones, Printer, blames John Jones, Publisher, for not getting a decent advertising rate, and both blame John Jones, Editor, for running so much news and editorial matter, the real John Jones himself is doing a lot of thinking, and a great light breaks in upon him as to where the profits of his printing establishment have gone for all these years.

Meanwhile another bill comes in and it reads like this:

Stock and ink	$ 5.85
Machine composition	27.45
Pulling proofs and make-up	9.60
Setting ads.	20.70
Cylinder press	8.00
Mailing	4.40
Plate	2.00
Editorial time	13.80
Correspondence	2.00
	$ 93.80
Profit, 20 per cent	23.45
Total bill	$117.25

(These two "bills" are the costs on my paper January 2 and January 9. The cylinder-press time is high on January 2 on account of trouble with static electricity.)

More fireworks! Here is an increase of about $13 in the bill. So John Jones, Publisher, calls John Jones, Printer, to account, and John Jones, Printer, says "Why, we did manage to reduce that make-up time, but you brought in that ad. of Smith's. It took a whole page and cost $12 to set up."

"Cost $12," exclaims John Jones, Publisher, "and all I get for it from Smith is $10."

And right then it begins to dawn on John Jones, Publisher, that John Jones, Printer, must be paid every week, and that it is up to him to study the cost "a subscription," "an inch," "a folio," and "a line." The weekly bill which John Jones, Printer, presents soon drives from his mind any notion that advertising composition of a country

paper should be donated to the advertiser, and as the weeks go along, and John Jones, Printer, keeps presenting bills for about $75 (plus the profit) even when the advertising has dropped to almost nothing, and over $100 when the advertising begins to come in, it dawns on him that there is no justice in running a paper for fifty-two weeks for advertisers who patronize it only three or four times a year, unless these advertisers pay a higher rate than the regular advertisers do. And thus he learns the elements of advertising cost as a basis for his rate-card: (1) The cost of composition. (2) The regularity of insertion. All of which has been heretofore explained in these columns.

A Good "Newspaper Summary" Wanted.

Right here let me say that the study of newspaper costs in terms of subscriptions, inches, folios and lines is still very much unexplored. I am at present working out a summary-sheet which I expect to be a great improvement over using an ordinary cost-tracer for the newspaper, and it occurs to me that there may be some of the readers of this department who have already worked out such a summary-sheet. If so, I would be greatly pleased to receive a copy.

Being a "Business Man."

Lastly, a thorough knowledge of the principles of cost accounting puts the country publisher way at the top among the business men, small manufacturers and farmers of a country community. The man who runs a dairy-farm and the man who runs an automobile are to-day asking the "cost," and the minute a country publisher shows that he knows more about cost-finding than the business men themselves, he passes out of the "school-teacher and preacher" class to being one with the business men — to a position where he is considered worthy of and is accorded a prominent place in the counsels of the community.

Cost System Vital to Newspaper Shop.

So getting back to where we started, the cost system is making slow progress in the newspaper shops of Kansas, and for that matter, in the newspaper offices of every State in the Union, and yet there is no small shop that needs a cost-system one-quarter as much as does the small shop publishing a newspaper. A small shop with one or two employees, and devoted exclusively to commercial printing, might hobble along in a way by using a "cost-calculator" or the "extension rate" of the larger shops, but a country-newspaper shop needs to know and know accurately just how it is coming out every week on the newspaper — that one big job which can either swamp the shop or make it a good, paying venture.

Paying the "Bill."

The cost system teaches the country publisher to anticipate that "bill" which the mechanical department is going to present to him at the end of the week, and, if the expense of a certain edition is going to run up, to cast about for means of providing extra revenue for that edition. I recently had occasion to greatly increase the cost of my paper for a couple of weeks. In former times, I would have felt amply repaid with the pride I would have taken in the compliments which I knew I would receive, but I had learned that compliments would not pay that added expense which would show up on the cost-tracer, so I cast about for a new source of revenue and found it in contracts for enough extra copies to yield a good profit.

The cost system is an uncompromising guide to efficiency, not only in employees — for most country employees are a pretty efficient lot — but especially to efficiency in machinery and equipment suitable to the work in hand. Many country-newspaper offices do not need certain machines which many are anxious to get, but do need lots of little things which they never think of. I have seen some good offices with just one set of chases and one quoin-key.

Making the Boss Think.

The cost system will convince any publisher that he must have an average rate of 15 cents and upward for his display advertisements. It will show him that every cent difference in his advertising rates means a matter of $150 to $300 a year in the receipts from his weekly.

The cost system will show any publisher that no paper can be published at less than $1.50 a year, and that there is no gain in carrying deadheads on his subscription-list.

The cost system will demonstrate the absolute folly of doing legal printing at anything less than the legal rate, because the standard of news service which the community demands can not be maintained without the contribution from this source. A country publisher thoroughly inoculated with the "cost-system bug" would rather see "county printing" and "legals" go by the board than engage in an unseemly struggle to find out which publisher was willing to lose the most money on them.

The cost system will cause the editor to adjust his news and editorial service to the field, giving good service but not attempting to publish a magazine or a metropolitan journal in a country village.

The cost system will explode the "special-edition fallacy" — a subject to be touched carefully, and yet one which needs earnest consideration whenever a special edition is to be undertaken. Some special editions are proper and profitable, but many of them are only expensive monuments. The "special-edition habit" is abominable, for advertisers will get in the habit of looking for the special edition, neglecting the paper the remainder of the time.

MANNERS AS IMPORTANT AS RELIGION.

Robert Raikes, the man who founded the modern Sunday-school, was a journalist, with a passion for what he termed "botanizing in human nature," and seems to have had very little in his make-up of the conventional religious reformer.

His great experiment is said to have been suggested by the disturbance caused by crowds of little ragamuffins playing beneath his window on Sunday afternoons when he was correcting proofs. "Why should they not be got together and taught the elements of religion and good behavior?" he asked himself, and answered the question by establishing the first Sunday-school at Gloucester in 1780.

It was characteristic of the man that in his school scheme he laid as great stress upon the inculcation of "manners" as on the teaching of the catechism.— *The London Chronicle.*

ABILITY involves responsibility; power, to its last particle, is duty.—*A. Maclaren.*

CRITICISM OF ADVERTISEMENTS.

Mr. F. J. Trezise having assumed the superintendency of the plant of The Henry O. Shepard Company, printers of "The Inland Printer," the direct conduct of this department of "The Inland Printer" has been placed in charge of Mr. J. L. Frazier. Mr. Trezise has moved so many good men along that we are pleased to record that he has moved along himself, a pleasure in which we are well assured we do not stand alone.

JOHN AD LIGHT, of the Bay City (Mich.) *Times*, sends in a package of very neat advertisements. He has a faculty for bringing out the strong points in the copy, even though crowded for room. A too free use of underscoring rules is the only thing to criticize in his work.

EDWARD C. VIERECK, of the Albany (Ore.) *Daily Democrat*, has sent in a two-page advertisement that is strongly displayed, and in which the prices are brought out in fine shape. Nothing is of more importance to good advertising display than prices that stand out well.

A RECENT issue of the Dallas (Tex.) *News* contained eight pages of advertisements from the firm of E. M. Kahn & Co., of that city, which were published to commemorate the fortieth anniversary of the firm's business life. Each page is surrounded by the same hand-drawn decorative device, but in the center of the design matter is set in type relative to the various lines handled by the firm, each brand of clothing, or merchandise, occupying a page.

CARELESS joining of rules and the use of hair-line rules for the inner panels of advertisements where the outside border is heavy and the type of the black-face variety, mars the work of Warren W. Graham, of Okmulgee, Oklahoma. The display is good, but the above features combined with very poor presswork mar the appearance of the paper. When ink is too stiff it is better to use a small quantity of turpentine than machine oil, as Mr. Graham seems to have done.

JOSEPH KATZ, advertising manager of the Hub, Baltimore, Maryland, sends a two-page advertisement which appeared in the *News* on January 2. It is a very good advertisement, and since it advertised a "Clean Sweep" sale, small cuts of brooms are thrown among the items here and there with good effect. Two of the panels are surrounded by a border that is very light in tone, and since the display headings are in black-face type the effect is not so good as it would have been had plain rule been employed here as in the other panels.

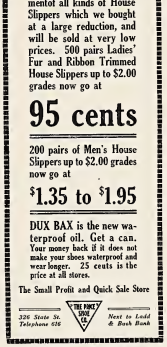
RUPERT C. WRIGHT, advertising manager for Bertig's Department Store, Paragould, Arkansas, has sent in a large two-page advertisement which that firm ran in the *Daily Press* during the holidays. It is printed in three colors, red, green and black, but better results could have been secured by printing it in red and green which would also have simplified its execution. In this advertisement the rules forming the panels are printed in red, whereas the rules used to underscore the headings are in black which does not look well. Printing the headings in red and the balance of the matter and the border in green would have secured a more pleasing appearance.

LOUIS VERNON WARE, of Somerset, Kentucky, perhaps in an effort to set up something out of the ordinary, has set his display heads all at the left side of his advertisements and, in so doing, left a large amount of awkward white space at the right side. This gives a result that is far from being symmetrical and which is not at all pleasing. It is best for an apprentice to confine his advertisements to simple styles until he knows how to achieve out-of-center balance and, even then, the simplest way is the best. Your advertisement for the Lindsey Wilson School would have been far better had your catch-line been set in the center in larger type instead of breaking the border and setting it at the side as you have done. There is also not enough contrast in the sizes of type you have used in this advertisement.

PURCELL BARBEE, of Salem, Oregon, has sent in some specimens of well-displayed advertisements which he set from reprint copy. He has made a decided improvement in the resetting. The fault with the copy from which he worked is that the compositor attempted to display everything, which is never so effective as bringing out the strong points and setting the balance of the copy in comparatively small type. It is thus that the main features, through contrast, gain their highest effectiveness. Where too much is



No. 1.



No. 2.

A decided improvement made in the resetting of an advertisement. No. 1 shows the copy furnished; No. 2 the reset advertisement.

displayed the eye of the reader is attracted to so many places that the real point is likely to be overlooked in the maze of many and varied attractions. Another feature of the copy from which Mr. Barbee worked and which he has done away with to a great extent in the resetting is an overabundance of rulework. With contrasting type-sizes there is no need of underscoring for it does not strengthen the display but, on the contrary, weakens it and serves to make the advertisement less legible.

Also, in the copy furnished Mr. Barbee, seven different type-faces are used in the twelve-inch double-column advertisement, whereas he has confined the composition to a single series, Cheltenham, which is not only a time-saving operation but adds materially to the appearance of the advertisement. The copy furnished Mr. Barbee and his resetting are reproduced (Nos. 1 and 2). An improvement could be made in Mr. Barbee's specimen by removing the rules from beneath the two lines of prices and centering the two lines immediately preceding these figures.

These changes, together with a resetting of the two top lines to avoid the use of the word "for" in such small type, would give a much better appearance. More care in joining the rules which have been used for borders in some of the advertisements would result in still further improvement.

From the Harrisburg (Ill.) *Chronicle*, we have received a large package of advertisements that are indeed creditable. Set almost entirely in one series of type, with liberal



No. 3.

A creditable advertisement from the *Chronicle*, Harrisburg, Illinois. Centering the short line in the body matter instead of filling out with periods would have made an improvement.

white space, excellent display is secured. They are featured through not being overdisplayed, a fault too often found in advertisements in small-town papers. No. 3 represents the general style of these ads. One criticism is in order, which not only applies to the advertisement reproduced but to others in the package, and that is anent the efforts to square up the body matter by filling out a line with periods, set to form a triangle. Much better results are secured by centering such lines.

Charles McLeonhardt, of the Elkhart (Ind.) *Truth*, has written and composed some very good advertisements in an effort to stimulate want advertising in the columns of that paper. No. 4 is a very good representative of the collection. It is novel, in a way, but the background formed by the words "The Truth" would have been better set in a smaller size of type, thus permitting the advertisement itself, which is contained in the inner panel, to stand out more prominently, and not run so great a risk of being overlooked.

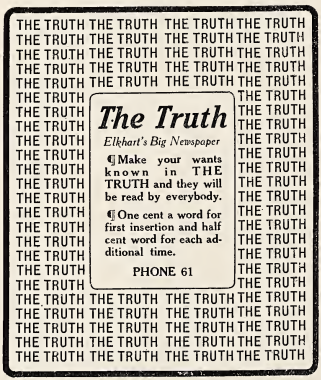
The advertisement for the Quality Store (No. 5) the work of the printers on the Clark (S. D.) *Pilot-Review*, is as handsome a specimen of good advertising composition as one could ask to see. It is marred by just one thing — the panels are surrounded by hair-line rules, whereas two-point would have been the correct thickness to give the best results. Note the clean, strong display and the symmetrical appearance secured through the pleasing arrangement of the cuts.

Holiday Numbers.

Christmas special editions have been received from the following: *Daily Gleaner*, Kingston, Jamaica; *Ford County News*, Crowell, Tex.; *Express*, Pitcairn, Pa.; *Record*, Newton, Miss.; *Forgan Enterprise*, Forgan, Okla.; *Sentinel*, Yazoo City, Miss.; *World*, Ackley, Iowa; *Journal-World*, Lawrence, Kan.; *Sentinel*, Hartley, Iowa; *Press*, Stockport, Tex.; *Leader*, Johnstown, Pa.; *Cashmere Valley Record*, Cashmere, Wash.; *Anchor*, Dassel, Mich.; *Argus*, Robinson, Ill.; *Courier*, Gehring, Neb.; *Reporter*, Galt, Ontario.

A Handsome Souvenir Number.

The fiftieth anniversary of the massacre of Lawrence, Kansas, by the guerrilla, Quantrell, inspired the publishers of the Lawrence *Journal-World* to issue a special edition, in magazine form, commemorating that event. The edition is dated December 23. Careful presswork is the feature of this special edition, which is, for the most part, pictorial. Page after page of grouped half-tones of scenes in and about the town are shown, and in not one are the high lights filled up. The cover is printed in two colors, brown and green, upon robin's-egg blue stock. In green



No. 4.

One of a number of advertisements used to stimulate want advertising in *The Truth*, Elkhart, Indiana.

is printed a half-tone containing views about the town and of the principal buildings. Over this in dark-brown ink is printed the lettering, and at the bottom of the page a half-tone reproduction of a drawing from *Harper's Weekly* in 1862, after the raid. It makes a very effective cover. There is very little display matter in the book, though the

greater part of the matter is obviously advertising. Box headings, attractively set, introduce the various articles though a more consistent uniformity throughout would have helped the general appearance very much.

The publishers of the Lawrence *Journal-World* and the pressman who did the work deserve much praise for this



No. 5.

A splendid specimen of advertisement composition. Slightly heavier rules around panels would give better results.

splendid edition, which shows the city to be alive to the opportunities afforded by this method of advertising her places of beauty, schools and business enterprises. The larger part of the editorial work is by Emil Held.

Newspaper Criticism.

The Herald, Livermore, California.—Your paper is well arranged and printed.

The News, Kernan, California.—There are no criticisms to be made in regard to your paper, for it is very well made up and printed.

Weekly Times Annual, Melbourne, Australia.—Your yearly number is a handsome one, from both an artistic and a mechanical standpoint.

Plato's Store News, Modesto, California.—An admirable little paper, published by a retail store and distributed monthly instead of circulars.

The Cowrier, Garing, Nebraska.—The presswork would stand improvement. More impression and a better distribution of ink would work wonders in the appearance of the *Cowrier*.

Howard County Advertiser, Fayette, Missouri.—A neat paper, well edited and printed. The Fayette merchants are good advertisers, there being very few small advertisements, while a number of large ones grace the eight pages of the paper.

The Daily Dispatch, Moline, Illinois.—Your "Sixtieth Anniversary" number is a fine example of newspaper-making. Your enterprise and the skill of your workmen are to be commended. The printing of the large half-tones in the magazine section is well done.

The Weekly Eagle, Buneeton, Missouri.—Your paper is well printed and loaded with live local news. You use Foster Outline for your display advertising, and with it, in some cases, a border that harmonizes with its open construction, but in many instances you have surrounded advertisements set in this face of type with a heavy, plain border which does not look well. Outline letters are not so good for display advertising as solid types.

The Evening Sun, Merced, California.—Too many large heads on your first page mar its appearance. It is doubtful if the reader likes having the importance of a news item exaggerated through the use of scare heads. The composition of the advertisements is exceptionally good.

The Quiz, Ord, Nebraska.—A very neat first page characterizes your paper, which could be improved only by setting the four top heads in a larger size of type. The presswork is also good, and there is a greater amount of local news than is found in most papers published in towns the size of Ord.

Wamego Weekly Times, Wamego, Kansas.—The presswork could be improved by setting the fountain of the press so that the ink would be evenly distributed, and not pale and dark in streaks as it is in the specimen sent for review. A sheet or two more impression would also help the appearance of the paper. The advertisements are well set and the paper is well filled with news.

The *Mitchell County Press*, Osage, Iowa.—Your first page is very nicely arranged, as is also the balance of the paper, and the presswork is good. You have given Leuthold & Evens a very good position, which does not improve the appearance of the page it occupies, but which should please them very much. Such positions are known as "preferred," and most newspapers sell them at increased rates.

The Enterprise, Forgan, Oklahoma.—There is room for improvement in your paper, a little in the presswork and very much in the advertisements. Good results are not to be attained by setting practically an entire advertisement in display lines. Display the leader and make the rest easy for the reader to grasp. Four and five faces of type in one small advertisement are too many, both for the sake of the advertisement and your pocketbook, for time is money, and it takes time to run from case to case.

Better Way, Minneapolis, Kansas.—Another clean first page, and in this case it seems to be the invariable rule, for, in twenty distinct



No. 6.

A good first page — the invariable rule of *The Better Way*, Minneapolis, Kansas.

issues, not one first page is marred. Another feature of this excellent Kansas paper is the clean presswork, the ink fountain being perfectly regulated.

The Missouri Record, Fulton, Missouri.—This paper is printed at the Missouri School for the Deaf, and the work is entirely done by deaf boys under the guidance of C. Von Thomas, the instructor in printing. In small type at the bottom of each advertisement is the name of the youth who set it. The department heads are very neat.

ORGANIZATION AND METHOD.

The substance of an address given before the Philadelphia Club of Printing House Craftsmen, by Charles Francis, president of the Charles Francis Press, New York, on December 11, 1913.

AFTER a few preliminary remarks, Mr. Francis tells us that the printing industry is not new, but rather a very old industry, being introduced into Europe in 1440; that it is an ideal just being at this late date fulfilled; that if Gutenberg had had some of the conveniences and materials to work with that we now have, his ideal would have been more complete — for Gutenberg's work was only an ideal, and one which was not realized in his time. He goes on to tell of some of the many strange customs in use in early printing; of the decrees in 1858 of the English Stationers' Society, which published restrictions as to the number of presses allowed in one printing-plant, the largest number being three presses, and by royal decree only, four presses were allowed for special use or the king's printing.

Stamps had to be affixed to newspapers as tax — not for postage — so as to limit the number printed.

Very stringent rules and regulations were in use in every shop regarding the number of men and apprentices employed, also as to the work of each. Compositors had to get their cases from a head master, impose their own forms and keep their frames, stones and cases very clean. Pressmen did all the proving, washed the forms and put them back alongside of the frame of the compositor to whom they belonged.

No one had the privilege of calling the errand-boy away while he was sweeping the floor except the head master, and then he did so only upon special occasions.

The scale of prices in February, 1805, agreed to was, minion, 5½ pence; nonpareil, 6¾ pence; pearl, 8 pence. Measurement was made by the n — and not the m, as in this country — and settlement was at the option of the employer. Night work, from 11 P.M. to 2 A.M., was 6 pence for three hours and 3 pence for additional hours until six o'clock in the morning.

Since this time until the present time piece work has been on a steady decline, until now there is comparatively little piece work.

Organizing is not a new thing. There have been organizations of one kind or another — patriarchal, political, musical and mechanical — during all ages.

The most conspicuous early organization affecting the employee and the printing industry — and a most healthy and powerful one — was the English Compositors' Union.

Mr. Francis was a member of this union in 1870, and he passed out to the audience his working-card, which was a typical piece of the old English style of composition.

Mr. Francis goes on to say:

Getting down nearer in this country we find that in 1868 the International Typographical Union had 6,980 members, or 6,090 members in good standing.

In 1880 this number had increased to nearly twenty thousand, and about this time setting type by machinery and the linotype came into existence, since which time divisions have occurred, pressmen splitting off and the stereotypers, electrotypers and bookbinders all organizing as distinct bodies with an international head, until to-day the original International Typographical Union has some sixty thousand members and $1,000,000 or more in funds, having recently purchased $450,000 of United States government bonds.

The total number of union employees in the allied printing trades amounts to over one hundred and twenty thousand.

As all this organization was coming along, owing to the miserably poor policies of the employers the unions were growing stronger and attempted a fight in 1886 for the inauguration of an eight-hour day. This move got the employers busy, and they came together with a snap as an aggressive organization to fight the movement — the fight occurring about 1888, when the employees, not being in a sufficiently well-organized condition, were beaten out.

From this time for several years the unions were strengthening and organizing and in 1896 came the Syracuse convention, which reduced the hours from ten to nine under a special agreement between the unions and the Typothetæ. Things went along very nicely for a few years, when another attempt was made by the International Typographical Union to establish the eight-hour day, and this time with more success. After two or three years' negotiation, an ultimatum was put up to the employers, suggesting that a conference be had looking to the establishment of the eight-hour day. This was turned down by the United Typothetæ of America, and the last-mentioned organization locked horns in 1906 with the International Typographical Union and lost the day, after an expenditure of at least $25,000,000 by both parties to the contest. Even the winners were not overjoyed at the contest, and neither want a fight in the very near future.

This, of course, is the origin of organization work of the last two decades.

In that time, owing to the great increase in population of the United States, matters were moving very rapidly and the Typothetæ, being the only employing printers' organization, was well recognized throughout the world as a leading master printers' organization.

Owing to rapid increases in scales and shorter hours, the increased cost of production brought about the consideration of increased prices, and ten printers in New York city banded together under the name of "The Inner Circle." This organization, through the efforts of a Mr. Brewster, became the Printers' Board of Trade, which did a great work for about six years, when it was greatly needed in boosting prices. Later the United Typothetæ of America and Franklin Clubs took up the question of costs, and held the first cost convention in Chicago, perhaps six years since.

In the meantime, the Ben Franklin movement obtained such a start as to hold a convention, organizing in Chicago about three years since and amalgamating with the United Typothetæ of America last July, the consummation of which was accomplished at New Orleans last fall.

In the meantime, in 1906, the Printers' League of America came into existence as a contract-making body with the unions, local and national, and has increased rapidly, having extended its work throughout the country and issued charters to New York, Cincinnati, St. Louis, Chicago, Cleveland, Toledo, Spokane and some other cities, and seems to be accomplishing a needed reform in this difficult question of employer and employee, the principle being that of establishing friendly relations with the unions for mutual benefit.

More recently, and within the Typothetæ lines, are the organizations of the supply men, under the name of "Picas," and a small local organization, which appears to be the controlling element of the New York Typothetæ, called the "Swedes," but the two latter are rather for fun and pleasure than usefulness.

We now come to the consideration of the organization of the Craftsmen, or the men who direct the actual working conditions in the printing-offices, and it would be well, perhaps, that a truthful criticism should be made in regard to this organization from an employer, and I undertake to speak to you from this standpoint. I wish it distinctly understood that anything I may say in regard to the Craftsmen is done from the view of the onlooker and interested party, and with the idea of helping to make an organization unsurpassed in efficiency by any other.

There has been a growing need for some sort of coöperation and exchange of ideas by those who are now members of the Craftsmen's Club. It is desirable that it so often disrupts a successful business; and it was with a great deal of satisfaction that the information that the New York Craftsmen had decided to allow no spirituous liquors at their dinners was received.

The reason for this feeling was the fact that, as the supply man has been credited with the reputation for graft, the imputation might be made that through this means the employer might look with suspicion at the purposes of the organization, which would be detrimental to its interest.

Without doubt, the general ideal of our organizations is the purpose of getting together and reasoning with one another in order to arrive at the most adequate methods



Some Winter-Blooming Plants.
Photograph by R. R. Sallows, Goderich, Canada.

should be a one-hundred-per-cent club; that both the small and large office should be represented, so that a great work of education in system, economies and efficiency may be obtained. Personally, I have occupied the positions represented by the membership in your body in many offices, and never found any one office which could be run altogether in the same way as another, and yet there is a general principle applicable to all.

Let us review the subject in hand. The superintendent and foreman or manager is the representative or substitute or proxy for the employer, whether individual or corporation, and in such capacity has an onerous and responsible position. He is really the one man upon whom the success or failure of the business depends, for no matter how clever and able a business man the employer may be, it is impossible for him to insure success without a strictly honest, incorruptible, capable and brainy executive in charge of the management in the factory. It is therefore evident that he must be above suspicion, otherwise he may be subjected to that destructive criticism that to adopt in business. This organization can do and is doing a great work in the exchange of ideas and methods that will prove to be of great benefit both to the business and to its manager.

It is a great conception that brought forth the organization, and it should become one of, if not the most important organization in the printing business, for the following reasons:

1. It is to this department the employer must look for assistance in making up a cost system of such an efficient quality that the profit or loss may be traced to its proper source.

2. It is to this department the employer must look for the establishment of organization within the shop that shall make for the best and most efficient results.

3. The arrangement of the office in such a manner as to reduce to a minimum the amount of work necessary to produce a given result is also due to the foresight and provision of the manager.

4. The close connection and coöperation between the

departments is another of the duties dependent on the same source for its solution.

5. In the purchasing of material and arranging all departments so that the equable balance may be observed to keep all departments busy, with little or no waiting time between, is still another duty of the incumbent of this position.

Many others might be mentioned, but these are enough to show that the manager or superintendent is the great essential to successful and profitable business.

One main principle must be borne in mind by the heads of a printing business, and that is the mutuality of interest of all concerned — the employer, employee, supply man and the customer, and beyond the customer to those from whom our customer expects to obtain the wherewith to pay our bill, so that we can pass it on to the employee while retaining a fair share ourselves.

The unity of the working force from head to foot, from employer to errand-boy, should be sought diligently by the intermediary who is the foreman, superintendent or manager. The one thing to be watched closely is that we deal out justice and are honest with all, and especially with ourselves.

We should avoid and condemn, as far as possible, any destructive criticism of the house we are working with. If we can not support it and have a feeling that we can not work in harmony, then get out and give way to another who is better adapted to that place and condition.

One of our weak points in this decade is losing sight of the boy. How quickly he becomes a man; and what have we done to make him a good workman? In the rush of business he is frequently overlooked at the period of his life where adaptability is in his whole nature. We complain of incompetent workmen and fail at the very time when we could do so much for the future years in our business. It is to be regretted that the old European apprentice system of making printers has passed into disuse, for under the old apprenticeship laws we made printers, and not specialists, as we are now doing.

Now, we are trying to make up for this deficiency by trade schools and manual-training schools, which are to quite some extent theoretical and sometimes very impractical; but if we can not have the boy educated in our own business in a practical way, then let us give all the support, information and instruction we can to these schools.

All the organizations of every kind should take more interest in the education of our boy while he is in the learning age.

Now we turn to one of the vital questions of the present day, which is the study of cost. The United States has presented so many opportunities for the apt mechanic who has any business ability at all to enter into business that very many have come into the field ill-equipped with the knowledge of "how to make money in the printing business," and that is the reason why we are in business.

Every man who is a member of your organization should make a close study of the question of costs, and a still closer study of the question of the prices given on work taken in.

We are very apt in this day and generation to receive specifications by telephone upon which to make a price, and we sometimes do it. This is a pernicious habit to get into. No job that requires any calculation at all should be given on the spur of the moment just because the customer must have it. It is very destructive to the best interests of the business.

The general spur given to the salesman is that "John Smith sat right here and estimated on this work; what is the matter with you that you can not do the same?"

There are certain customers who try such questionable methods for obtaining prices below what they know is a fair price for the work. Beware of them, but treat them courteously just the same.

If you have no method installed by which you can obtain your cost on the work you are producing, then get at it quickly and put in some system that will give you this information.

One of our present-day troubles is that a very flowery speaker will come and show you on a blackboard your cost on certain work, and then the next morning that same speaker will go out among your customers and take your business for less money than he has proved to you that it cost you. The only remedy for this is honesty between ourselves and less selfishness or self-interest.

The most important idea in organization can be stated in the sentence:

"One for all, and all for one."

This should be the motto in every individual business and also in all organizations, if their work is to become effective.

Lastly, let me say that nothing effectual will ever be accomplished until we set aside extreme selfishness and install coöperation, confidence and honesty between the individual members of our organizations and between all organizations; but one thing is certain — organization is the order of the day, and in organization we look for the solution of our many problems, and this organization should become one of the main pillars in the upbuilding of the great businesses of modern times.

MACHINE FOR ROASTING POLITICIANS.

It has been said that King Alfonso's thirst for information recently led him to inspect the new plant of *El Imparcial*, one of the principal newspapers of Madrid. In company with Count Romanones, his Prime Minister, the ruler of Spain went through in succession the editorial rooms, the business offices and the composing-rooms. In the latter the printers set up in linotype the words: "Long live the King," which his majesty insisted on carrying away as a souvenir. As he stood watching one of the new rotary presses at work the King turned to his Prime Minister and said: "Ah! those are the machines for 'roasting' politicians." The King later was entertained at a luncheon at which all the employees of the paper were present.



The Spirit of the Waters.

Snap-shot taken from pier by Mrs. Neil Russell, St. Joseph, Michigan. It will be noticed that the waves form a man's face.

OBITUARY

Wilhelm Rosenthal.

Wilhelm Rosenthal, for many years engaged in the newspaper and publishing field, died on Thursday, January 1, at the age of ninety years, at his home, 427 Chestnut street, Reading, Pennsylvania. He was born in Nordhausen, Prussia, in 1823, and came to this country in 1846, landing in New York where he secured a position in Ludwig's printing-office. Later he went to Philadelphia and engaged in the book business. In 1854 he was employed by F. W. Thomas to edit a new daily paper known as the *Free Press*, and in 1855 established a paper of his own, calling it *The Wochenblatt*. In 1868 he published the Reading *Post*, which paper met with great success, and later founded the German paper, *Die Deutsche Eiche*, which has become the official paper of the German race.

A. L. Burt.

Albert L. Burt, well-known publisher, died on Sunday, December 28, 1913, at his home, 178 Brooklyn avenue, Brooklyn, New York. Mr. Burt is said to have been the first publisher in the country to print inexpensive editions of standard authors. Though in his seventy-second year, he actively superintended the work at his publishing house until a few months ago.

Mr. Burt was born in Belchertown, Massachusetts, and was educated in the public schools there. He began earning his living by working in a grocery store, later going on the road as a traveling salesman. More than thirty years ago, he conceived the idea of becoming a publisher. He was traveling for a leather-goods house at the time, and planned the publication of a small dictionary intended for use as a premium by mail-order houses. This proving a success it was followed by other household works, and in 1890 the publication of standard works bound in cloth was undertaken.

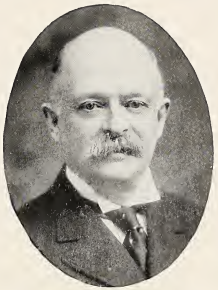
Charles N. Trivess.

Charles N. Trivess, for more than forty years identified with Chicago printing and publishing, died on January 7, aged sixty-nine. Mr. Trivess was born in Portsmouth, England, and gained a knowledge of the art in his native place, serving seven years of indenture. Completing his term he went to London, finding work in the metropolis.

In 1868 Mr. Trivess emigrated to Canada, where he pursued his trade, reaching Cincinnati a year or two later, where he supervised the getting out of the specimen-book of the local typefoundry, the workmanship being much admired for years. Coming to Chicago after the fire of 1871, Mr. Trivess worked in a number of leading establishments and for a time engaged in business on his own account. Mr. Trivess was a man of much energy, a great reader, and had a personal acquaintance with many of the writers of the Victorian era, such as Dickens, Thackeray, Wilkie Collins and Charles Reade. Mr. Trivess was a botanist of no mean order, cultivating flowers from sheer love of the plants, his conservatory at Evanston being one of the north shore show places. A widow, one son and four daughters survive.

Robert Van Valkenburgh Waldo.

Robert Van Valkenburgh Waldo, manager of the New York branch of the American Type Founders Company, ended his life's work on December 25, 1913, after a short illness which had kept him away from business only one week. He was born in 1852, in Milwaukee, where his father, Otis H. Waldo, was a leading lawyer. His first



Robert Van Valkenburgh Waldo.

business experience was in the wholesale grocery business. In 1882 he purchased a partnership in the typefounding business in Milwaukee, then known as Benton, Gove & Company, which soon after became specially prominent in the typefounding business under the name of Benton, Waldo & Company. The business was merged in the American Type Founders Company in 1892, and Mr. Waldo managed it until the typefoundry was moved to New York in 1895, whereupon he became manager for the American Type Founders Company in New York, continuing in that position with success until his death.

Mr. Waldo was a man of very retiring disposition, assiduous in his business, whose friends were firmly knit to him by motives of respect and admiration. His characteristics were absolute truthfulness and reliability. His word was his bond. All his actions were clear and definite to an extraordinary degree, so that it was impossible to have misunderstandings with him. His home life was exceptionally harmonious. He leaves a widow and one daughter, a sister and a brother.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Swink Printing Press Company Elects Officers.

The stockholders of the Swink Printing Press Company, of Delphos, Ohio, at their annual meeting elected the following officers: President, H. L. Leilich; vice-president, C. B. Swink; secretary-treasurer, C. J. Leilich; general manager, G. W. Eysenbach. The output of the company, it is stated, will be materially increased.

Sinclair & Valentine Co. Opens Western Office.

Announcement is made by Sinclair & Valentine Co., New York, that a western office has been established, having headquarters at 718 South Clark street, Chicago, Illinois, with Charles E. Salmon in charge. Mr. Salmon has long been identified with the printing-ink industry, and is already well known throughout the middle West.

William Thomson Printers' Machinery Company Reports Large Increase of Business.

William Thomson, president of the William Thomson Printers' Machinery Company, in a recent interview with a representative of THE INLAND PRINTER, stated that since closing the arrangements for the sale in Chicago and the Middle West of the line of type and supplies furnished by the H. C. Hansen Type Foundry, the business has far exceeded the expectations of his company. A complete display of the Hansen line of type and supplies has been installed in the company's salesrooms at 426 South Dearborn street, Chicago. The service department, inaugurated and maintained by the company, is being used to advantage by a large number of printers throughout the Middle West who are desirous of increasing the efficiency of their equipment.

Not the Fault of the "Inspired Compositor" This Time.

The "inspired compositor" generally receives the blame for anything that goes wrong with a job of printing, especially when mistakes occur, except when the proofreader can be made to shoulder the blame. Now and again, though, errors occur which can not legitimately be laid to the account of either of these individuals. A particular case in question is an error which crept into the line on the bottom of the insert of the Mergenthaler Linotype Company which appeared in the January issue of THE INLAND PRINTER. This line read "Competition open only to offices using the linotype January 1, 1913." The date should have been January 1, 1914.

In this case the error was in the transmission of instructions from the postal authorities at Washington, D. C., to the postoffice at Chicago. Under the Government ruling, this insert, being the announcement of a contest restricted to one make of typesetting machine, could not appear without the line at the bottom. Instructions from Washington were to the effect that the date should be January 1, 1914, but on reaching the Chicago Postmaster the telegram read 1913; therefore, following instructions as he received them, his order gave that date.

The National Automatic Press.

A new printing-press plant has just been completed at Lehighton, Pennsylvania, by the National Automatic Press Company, a Pennsylvania Corporation, which has been organized to manufacture a new automatic job press. The press is of strong, durable construction. The company guarantees a speed of four thousand impressions an hour



New Factory of the National Automatic Press Company.

for this press, and claims that it will increase the efficiency of the job-press department by over one hundred per cent, as it is adapted to short runs as well as long runs and can be changed from one job to another very quickly. The company is now booking orders for immediate deliveries. Every printer should write for complete information, which will be cheerfully furnished.

Eastern Printing Company — A New Concern.

The Eastern Printing Company, controlled by Edward T. Brown, of Atlanta, Georgia, has leased the entire eighth floor of the new twelve-story building, at 150-156 Lafayette street, for a long term of years, which is indicative of good business ahead.

Complimentary Dinner Given Management of Riegel & Co., Incorporated.

The pleasant spirit prevailing in the house of Riegel & Co., Incorporated, of Philadelphia, can not be doubted by those who attended the complimentary dinner tendered the management at the Continental Hotel, on Tuesday evening, December 23, 1913. It was a complete surprise to A. B. Sherrill, treasurer of the firm, and President George E. Riegel is to be complimented on the manner in which he fulfilled his mission of getting Mr. Sherrill to the banquet. Speeches were made by Messrs. McCracken, Rodgers, Bath, Riegel and Sherrill, and the dinner ended at 11:30, all leaving with the conviction that the evening will be long and pleasantly remembered.

Chicago Typothetae Honors Franklin.

The executive council of the United Typothetæ and Franklin Clubs of America found it convenient to hold a meeting in Chicago on the day of the local Typothetæ Franklin celebration, and it is good guessing that every member was glad he had the opportunity to sit at the speakers' table on that occasion. The menu was ample as to quantity and the quality did credit to the best efforts of the Hotel La Salle culinary force.

President Grant, of the local Typothetæ, opened a "flow-of-soul" section of the evening by reporting that the local organization was in excellent condition. George M. Courts brought greetings from the United Typothetæ and Franklin Clubs of America, and in his capacity as president, assured his hearers that the national organization was flourishing beyond expectations of only a few months ago, the membership now being more than two thousand.

Vice-President Albert W. Finlay referred to the work done by the Typothetæ, the sacrifices made by its officers, past officers, and proposed a silent toast to the memory of Capt. J. Stearns Cushing, which was suitably honored. Mr. Finlay wound up by making an appeal, which he said he did not expect would be very popular, but as a matter of conscience he had to voice his sentiments. He then pointed out that printers made money during eras of industrial peace, and urged his hearers to bear in mind the thought that something must be done to insure all-around peaceable relations in the printing trade.

As is the habit of the times, every speaker had something to say on the subject of vocational training, and the logical person in Typothetæ circles to speak extendedly on that subject was Henry P. Porter, of Boston. Mr. Porter was there and, as usual, delivered an excellent address. He punctured the idea of the scholastics that trades can be taught in the public schools, and scored employing printers for their admitted negligence in the matter of teaching apprentices. He also announced that the Chicago Typothetæ had all but perfected plans to give effect to the recommendations submitted by the committee on apprentices at the last convention of the United Typothetæ, and would probably soon open a trade school.

The speaking was concluded by former United States Senator Mason, who told a few good stories, paid his respects to Benjamin Franklin, and said that the cause of industrial troubles was the habit of employers working with their men but living too far away from them.

Excellent and inspiring as were the speeches, the star of the evening was Douglas Malloch in the rôle of toastmaster. His serious mien, fresh, scintillating wit and ingenious methods were an aid to digestion, and secured for him the unanimous expression of being the coming American humorist.

Henry C. Daniels—Printer-songwriter.

After spending forty-seven years in the printing business, over twenty-five of which he was in business for himself in one location, Henry C. Daniels, now partially (it is to be hoped not wholly) deprived of his sight, has devoted his time to the writing of songs. He has favored THE INLAND PRINTER'S staff with two of his compositions —"Laugh, You Sour Face, Laugh," and "My Little Tuberose." Mr. Daniels says that he loves to write. He has written many articles on various subjects in years past. In October, 1912, a small blood-vessel in his right eye burst, causing a clot of blood to form. He can not see to write, and is not allowed to by his physicians, but he can still compose, and, by effort, write a song blindfolded. Besides the songs mentioned, Mr. Daniels has written eleven other pieces, among them being, "Wilson and Victory," "Dey Don't Treat the Black Man White," "I'm Going Home Where the Four-leaf Clover Grows." The music is sent out only by mail by Mr. Daniels and his publishers. A letter or postal card to Mr. Daniels, 284 Asylum street, Hartford Connecticut, will bring a complete list of his compositions.

Prize Offered for Best Paper on Sales or Advertising.

The Associated Advertising Clubs of America will hold a convention at Toronto, Ontario, Canada, next June, one of the most interesting features of which will be the awarding of several desirable prizes to men and advertising clubs. The greatest thus far offered is an annual prize of $1,000, by the publishers of *Advertising & Selling*, to the man submitting to the Awards Committee of the Associated Clubs the most helpful essay, descriptive article or analysis of some practical phase of advertising or selling. This prize is to be awarded each year to the man sending in the best article before May 15. The choice of the winner will be made by the Awards Committee of the Associated Clubs and an Advisory Board of twenty well-known sales and advertising managers, representing *Advertising & Selling*. This is the only prize that will be awarded an individual. Full details may be obtained by writing *Advertising & Selling*, 95 Madison avenue, New York city.

The Electrotypers' Board of Trade Represented at National Printing and Allied Industries Exposition.

The Electrotypers' Board of Trade of New York city will be represented at the National Printing, Lithographing, Publishing, Paper, Advertising and Allied Trade Exposition to be held in the Grand Central Palace, New York, April 18 to 25, 1914, having signed a contract for two spaces on the Graphic Arts Floor. A. Van Dyke, secretary of the association, will be in charge, and extensive arrangements are being made to welcome visiting electrotypers to the booth and make them feel at home.

S. Evans Clark Resigns as Secretary of United Typothetae of America.

S. Evans Clark tendered his resignation as secretary of the United Typothetæ and Franklin Clubs of America, on Thursday, January 22. The Executive Committee, in session on Friday, January 23, accepted Mr. Clark's resignation and placed H. W. Flagg in charge until further action could be taken in the matter. E. E. Laxman, who has been in charge of the Service Department and also of the *Bulletin*, was appointed assistant secretary.

Linotype Bulletin's New Cover-design.

The January issue of *The Linotype Bulletin*, the official house organ of the Mergenthaler Linotype Company, came out with a new and striking cover-design, the first of a series of twelve which will appear throughout the year. These cover-designs are the work of a prominent New York artist. New department headings, which have also been especially designed, are used throughout the *Bulletin*.

The Publishers' Protective Association.

A correspondent asks for information regarding The Publishers' Protective Association. Inquiries fail to bring any information regarding this association, and if any of our readers can supply it we will greatly appreciate it.

New Home of the Omaha Printing Company.

As a splendid specimen of printing-plant construction, we take pleasure in presenting to our readers an illustration showing the new building of the Omaha Printing Company, of Omaha, Nebraska. This new building is 44 by 132 feet, six stories and basement, and is of solid concrete with brick trimming. As will be noticed, the building has been designed to allow the greatest possible amount of light, sanitation and fresh air. The window-casings are all steel, and the building will be equipped with the sprinkler system, so that, as a fire risk, it will be absolutely perfect. There will be no fire in the building, as power and light will be purchased from a light company, and heat from a large office building in the same block. The first floor of the building will be devoted to the retail store and offices, and on the second floor will be the retail furniture department. The bindery will be on the third floor; the pressroom, litho and embossing departments on the fourth floor, and the composing-room on the fifth floor. The sixth floor will be used as a warehouse. Stock-rooms for paper, stationery stock, and also the shipping-room, will be in the basement.



NEW HOME OF THE OMAHA PRINTING COMPANY.

Chicago Printing Crafts Association Holds Annual Election.

On Tuesday evening, January 20, the Chicago Printing Crafts Association held its annual business meeting and election of officers in the Green Room of the Kuntz-Remmler Company restaurant, seventy-five members being present. Supper was served at seven o'clock, after which the business of the evening was taken up. The election resulted as follows: President, William R. Goodheart; vice-president, E. J. McCarthy; secretary, John J. Wynne; treasurer, V. C. Guston. Board of Governors: W. F. Barnard, George A. Furneaux, John J. Geires, E. R. Richards, F. S. Wiley, William Schmidt, Albert Kirchner, August D. Robrahn, William J. Haneman, William J. Geary.

Tri-City Ben Franklin Club Commemorates Franklin's Birthday.

The Tri-City Ben Franklin Club held its annual banquet, commemorating the anniversary of the birth of Benjamin Franklin, on Friday evening, January 23, at the Rock Island Club, Rock Island, Illinois. The committee in charge had arranged a "Get Acquainted" reception for the guests and their ladies, immediately preceding the banquet, which added greatly to the enjoyment of the evening. Irving C. Norwood, secretary of the Davenport Commercial Club, was on the program as the speaker of the evening, his subject being "Ben Franklin, Printer." Other guests were called on by the toastmaster during the evening and made short talks. A feature which was designed to enliven the entertainment of the evening was a "song service" in which all of those present were requested to contribute generously to the volume of melody, regardless of the quality of vocal accomplishment. The evening was declared to have been a most enjoyable one by all present, and added greatly toward increasing the feeling of good fellowship of all connected with the printing industry of the three cities represented in the club — Rock Island and Moline, Illinois, and Davenport, Iowa.

L. D. Hamrick with American Rotary Valve Company.

Announcement is made by the American Rotary Valve Company, Chicago, Illinois, that L. D. Hamrick, who for the past eight years has been connected with Kohler Brothers, and the Kohler System of the Cutler-Hammer Company, has entered its employ, and will handle the Jenny system of newspaper-press drives and controllers.

Lawrence F. Deutzman Resigns from the Lawrence Press.

On December 12, 1913, Lawrence F. Deutzman, the founder of the Lawrence Press, Incorporated, resigned as president, manager and director of that company. The company will continue business at 123 Liberty street, Mr. Deutzman having taken away none of the equipment or money of the company. Mr. Deutzman, who is admittedly the leading facsimile-letter specialist in New York, is going into business for himself. He will handle high-grade printing, engraving and facsimile letters, as well as a complete line of stationery, at 124 West Forty-fifth street. In addition to his facsimile-letter business, Mr. Deutzman has also taken a number of contracts to originate and manage, on a yearly basis, advertising campaigns for leading business houses.

Profit-sharing System of Oswego Machine Works.

The question has frequently been asked, "Does the profit-sharing system pay?" When one considers the widespread interest that is being taken, and the large number of business institutions that have installed or are installing this system of making their employees copartners in the business, it unquestionably *does* pay. Employees, having the assurance that an interest beyond their output, or the product of their labors, is being taken in their welfare, show a much keener disposition to loyalty to the organization with which they are connected.

While the subject of the profit-sharing system is occupying the attention so largely at the present time, it is interesting to note the success that has accompanied the use of this system in the establishment of the Oswego Machine Works, of Oswego, New York. The value of a long and continued organization, and the skill in manufacturing acquired through that long training and service, is one of this company's best assets. Thirty of the company's present organization have been employed continuously for thirty, fifteen, ten and five years, and hold certificates which entitle them to share in the profits of the company. One of the results of this is, the company generally works a full force and full time right along; furthermore, it is now doing so and has work ahead until next summer.

Niel Gray, Jr., the proprietor of the company, states that, in spite of the alleged depression in business generally, indications in the Oswego works make the officers of his company optimistic rather than the reverse in regard to the general outcome. "There is too much value in the real physical assets of the country to permit any disturbance of the financial machinery or anything else to destroy that value in the long run," states Mr. Gray.

In a letter received from Mr. Gray in response to a request for information regarding the working of the system in his establishment, there is so much genuine food for thought that we give it here.

"The plan of awarding the profit-sharing certificates is quite simple. They are given every five years to all those who have been at Oswego Machine Works continuously for the five years past. The amount of money credited is arbitrary, and is based on a certain sum a year for the first five years, and double that amount a year for the second five years and each five-year period afterward.

"It is interesting to notice the widespread attention that Henry Ford's distribution plan has been given in the newspapers recently, emphasizing the value of profit-sharing systems. A good many profit-sharing systems not only failed, but wrecked the concerns that initiated them, as of course you know from commercial history of the past two hundred years, and it is far from being just a matter of humanitarian impulse to conduct a profit-sharing plan successfully. It is easy to say give the 'square deal,' but it is most difficult to know just how to administer a 'square deal' in all the contingencies that arise.

"I enjoy my work, and I believe that practically every employee of Oswego Machine Works does likewise; and I believe only in that way can the best work be done, especially in such difficult work as building a cutting machine to withstand the modern requirements, because it is being discovered that the cutting machine is not, as was once supposed, just a few pieces of iron and steel roughly bolted together, but, on the contrary, is a high-grade mechanism and built with the greatest difficulty and skilled ability to perform the continuous and hard and accurate service required to-day.

"About a dozen years ago I made up my mind that one of the impediments to the thorough enjoyment of our work was the necessity for discussions about such paltry items as a raise of 5 or 10 cents or more, and the settlement of which questions rarely left both sides entirely happy. Consequently, I visited practically every fine machine-shop in the United States, and also a number of foreign machine-shops, to study the various systems of wage-payment, so as to be able to select a system, or a concentration of systems, that would result happiest both to the shop and to the men in it. The profit-sharing plans now in effect at Oswego Machine Works, therefore, include not only the service certificates described above, but, in addition, wages are paid on the premium system; that is, a minimum day rate is guaranteed, and bonus earnings above that are paid according to each man's ability, his total earnings, therefore, depending upon himself. Further than this, every one in the employ of Oswego Machine Works may deposit money in the business, and upon this money is paid semi-annually six per cent interest, or seven per cent or eight per cent, or whatever the earnings that are paid on the capital invested in the business. These amounts are withdrawable at any time with interest in full to date. Employees, further, practically become stockholders in effect, though of course not in the holding of shares, because Oswego Machine Works is not a corporation, but their ability to share in whatever profits are made in this way is even safer than the holding of shares in stock which are quoted on the market, and therefore subject to variation and possible loss. The first question that is asked about any such scheme is, Does it pay? and that is the first and most proper question; and I am glad that I can answer it, yes, most affirmatively, although when I started it I was warned that it would surely fail. I feel that it would hardly have been possible to have secured the same *esprit de corps* and long-continued service and consequently increased skill and ability to turn out these high-grade cutting machines rapidly and economically without having every one who is contributing to that result feel that his interest and that of Oswego Machine Works are identical. I believe the solution of the present 'economic' stresses in the United States will be found in some modifications already existing of so-called profit-sharing systems."

Employees of Royal Electrotype Company Hold Annual Banquet.

The Royal Electrotype Company, of Philadelphia, under the management of H. B. Hatch, is not only a model organization among electrotyping concerns, but a good example for others to follow, owing to the progressive methods for which this firm is famous.

The accompanying illustration shows the employees of the Royal Electrotype Company gathered at their annual banquet, which was held in Kugler's, Philadelphia, the night of December 20, 1913.

The Royal Company, with its fine reputation and its dominant position in the electrotyping business, owes its prominence and its success to the management of Harris B. Hatch, treasurer and general manager. Mr. Hatch, to begin with, is an enthusiastic believer in advertising, and he has applied his effective methods so strenuously that his company now stands at the very top of the industry. Along with its other work for leading printers and advertisers, the Royal Electrotype Company makes the electrotypes for the Curtis Publishing Company. Whatever the Royal Company does is done right, and the yearly banquet is held for the further development of the fellowship spirit which is so necessary to business success.



EMPLOYEES OF THE ROYAL ELECTROTYPE COMPANY AT THEIR ANNUAL BANQUET.

St. Louis Engraving Firms Combine.

The Gray-Adams Engraving Company and the John R. Adams Engraving Company, both of St. Louis, have consolidated, under the name of the Gray-Adams Engraving Company. It is stated that this combination makes St. Louis the largest shoe-catalogue engraving center in the world, supplying shoe houses over the entire world with engravings and catalogues. This firm started business ten years ago with a capital of $32 and no equipment, but within the next thirty days contracts amounting to $200,000 will have been received by the company from shoe firms throughout the United States. The Gray-Adams Company has been instrumental in perfecting engraving for the use of shoe manufacturers, and it is the aim of this company to place St. Louis foremost in this particular field of engraving.

Fort Wayne Printing Company to Add New Department.

The Fort Wayne Printing Company, one of the largest printing and supply concerns in northern Indiana, has added a new department, known as the systematizing, auditing and accounting department, to its business. David R. Litsey, expert accountant and cost man, whose experience — theoretical and practical — extends over a period of twelve years, is to have the management of the new department. It is the intention to take care of audits of all kinds, do general accounting work, and to originate and install the best bookkeeping systems to be had. The movement has the indorsement of Fort Wayne business men with whom Mr. Wilding, manager of the company, has consulted on the matter.

Farewell Banquet Tendered James M. Lynch.

Members and friends of Indianapolis Typographical Union, No. 1, tendered a farewell banquet to the retiring president of the International Typographical Union, James M. Lynch, and a welcoming reception to the incoming president, James M. Duncan, in the banquet-room of the Dennison Hotel, on Thursday evening, January 8, 1914. Both national and local officers lauded Mr. Lynch for his work in the thirteen years he has been international president. Mr. Lynch spoke on the future possibilities of the union in the advance of the labor movement, which he said were great. He also described his new duties as Labor Commissioner of the State of New York. A large leather chair was presented to Mr. Lynch by the members of the Indianapolis union. J. W. Hays, secretary-treasurer of the international union, announced that the funds and documents of the union had been inspected since Mr. Lynch's resignation had been received and that everything was found correct.

James M. Duncan, who succeeds Mr. Lynch, spoke in flattering terms of his predecessor's career, mentioning each of the institutions credited to his régime. Edgar A. Perkins was toastmaster, and others who spoke were: William A. Greene, who spoke in the interests of the proposed workmen's compensation legislation; Charles A. Bookwalter, who complimented Mr. Lynch on his success and gave reminiscences of the days when the union was in its infancy; and Edward P. Barry.

A handsome souvenir program was prepared, on the cover of which were the words: "Good-by, Jim; Take keer of yourse'f." On the first page was a splendid reproduction of a crayon portrait of Mr. Lynch. Under the heading, "A Brief Sketch That Should Prove of Interest to Humankind," was an account of Mr. Lynch's career as a member of the union from the time he joined the local at Syracuse, New York.

Testimonial Dinner Tendered Publisher Charles D. Steurer.

A testimonial dinner was tendered Charles D. Steurer, publisher of the *North Side News*, New York, by his staff and employees, Tuesday, December 20, 1913, at the Dolphin, One Hundred and Forty-fifth street and Lenox avenue. There were many prominent speakers during the evening, and a loving-cup and engrossed testimonial were presented to the guest of honor on behalf of those present by Vincent A. Clinton.

"Intertype News."

The Pacific Coast Agency of the International Typesetting Machine Company announces in the first number of its house organ, *Intertype News*, that this publication will be issued at frequent intervals for the mutual benefit of printers, typesetting-machine operators, and the organization. *Intertype News* is a sixteen-page booklet, attractively printed on gray stock, with a darker gray stock for the cover, and contains much valuable information for those interested in typesetting machines.

Attractive New Catalogue Issued by the Chandler & Price Co.

A handsome specimen of catalogue work is the twenty-four-page-and-cover catalogue of the Chandler & Price Co., Cleveland, Ohio, which will be ready for general distribution about the first of February. The mechanical features of the Chandler & Price New Series press are thoroughly described, and a number of half-tones have been used showing the different presses and some of the important features. Also illustrated and described in this catalogue are paper-cutters, both power and lever, and miscellaneous equipment. Copies of the catalogue will be forwarded on application to the company.

The "Savink Can" — New Patent of the Ullman-Philpott Company.

The Ullman-Philpott Company, Makers of Inks that Print, Cleveland, has recently made application for patent on a new ink package. This is called the "Savink Can," its aim being to minimize the enormous waste of ink which occurs through skin forming on the top whenever the can is opened.

The plan in general use is to place a circle of parchment paper on top of the ink when the can is first filled. In addition to this The Ullman-Philpott Company is inserting a metal disk with a hole punched in the center and which lies on top of the parchment paper. When the can is opened all that is necessary is to cut the paper, press down the disk, and the ink comes out as from a tube. Consequently the only place where skin can possibly form is under the hole in the middle of the disk. The new Savink disk is being placed in all cans of one pound and smaller sizes.

Chicago Ben Franklinites Enthusiastic.

R. F. Welsh, the young Chicago printer who was elected president of the Ben Franklin Club to succeed W. J. Hartman, was inducted into office at the largest attended and most enthusiastic meeting of several years. It was held in the Empire Room of the Grand Pacific Hotel on the evening of Thursday, January 22.

The new president announced that he and his colleagues believed that 1914 was going to be a prosperous year in printerdom, and they felt it would present an exceptional opportunity for the development of a strong organization. He deprecated the holding of weekly noon-day meetings, saying they were too much of a drain on the time of the members, and suggested that hereafter one noon-day meeting and the regular monthly meeting — two a month — be the custom. Mr. Welsh also promised to vigorously advance the organization of printers in the outlying districts and the establishment of a section devoted to the interests of those whose press facilities were limited to platens. He made several other recommendations which were heartily received, the principal one being that the club open a school of salesmanship to be conducted along the same lines as the cost-finding class. He appealed to the members for support, and was surprised at the heartiness of the response.

Mr. Hartman was thanked for his eminent services to the club, and the members adjourned feeling that Ben Franklinism had taken on a new lease of life in Chicago.

L. W. Baeuchle New York Manager American Type Founders Company.

On January 1, 1914, Lorenz William Baeuchle was appointed manager in New York of the American Type Founders Company, succeeding the late Robert V. Waldo. Mr. Baeuchle held the position of first assistant to Mr. Waldo from 1895, acting as manager when Mr. Waldo was absent. With a thorough knowledge of the business, he possesses all the qualities which make managers successful.

While the appointment gratified the numerous customers of the New York house with whom Mr. Baeuchle has come in contact during the past eighteen years, it has been even more popular with the employees of the American Type Founders Company throughout the country, as a further evidence that merit alone determines promotions made by Robert W. Nelson, the president and general manager.

Mr. Baeuchle was born in Bridgeport, Connecticut, June 16, 1870. His parents moved to Milwaukee, Wisconsin, in 1874. He entered the typefoundry of Benton, Waldo & Co., in Milwaukee, August 14, 1884, at the age of fourteen years, as errand-boy. He attended night schools, applied himself to study, and advanced through all the grades of shipping, billing, bookkeeping and selling to the position of assistant manager, doing his work with characteristic thoroughness and efficiency, in a progressive though modest spirit, thus equipping himself for his present important position.

Interest in Big Linotype Competitions.

According to reports, great interest is being manifested in the Linotype Quality and Versatility Competitions now being conducted by the Mergenthaler Linotype Company. Not only many of the larger plants but scores of smaller-town offices as well have signified their intention of entering the contests for one or more of the valuable prizes offered.

There will be awarded $5,800 in prizes, of which $1,000 is a special prize for the most artistic and perfect specimen of linotype composition especially produced in competition for this prize. Also $4,800 in prizes will be divided among four classes for the best specimens submitted produced in the regular course of business, there being three material and three money prizes in each class.

This competition is open to all offices using the linotype January 1, 1914. Send for entry blank and booklet to the Publicity Department, Tribune building, New York, or to any agency of the Mergenthaler Linotype Company, for entry blank and booklet.

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.
RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.
PENROSE & Co., 109 Farringdon Road, London, E. C., England.
WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.
ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.
ALEX. COWAN & SONS (Limited), Wellington, New Zealand.
F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.
G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.
H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.
JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.
JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.
A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.
ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

WANT ADVERTISEMENTS

BUSINESS OPPORTUNITIES.

OFFICIAL NOTICE.

In compliance with Section 30, Constitution and By-Laws of the Sovereign Camp, Woodmen of the World, proposals to print and deliver at its office in Omaha, Neb., blanks, blank-books, stationery, advertising leaflets, constitutions and by-laws, receipts, blank applications, etc., as needed during the year 1914, are invited.

Specifications and conditions will be furnished on application to J. C. Root, Sovereign Commander, and John T. Yates, Sovereign Clerk, W. O. W. bldg., Omaha, Neb., and will be submitted at the first meeting in 1914 of the Sovereign Executive Council, it being understood that should any or all of the bids submitted be unsatisfactory, they may be rejected and proposals again invited.

J. C. ROOT,
JOHN T. YATES,
Supply Committee, Sovereign Camp, Woodmen of the World.
Omaha, Neb., Nov. 1, 1913.

BUSINESS FOR SALE — On account of advancing age, I am obliged to retire from business soon, and offer my printing-plant for sale; a well-equipped, medium-sized job office, with rubber-stamp equipment connected, doing a nice business in both lines without soliciting; a fine opening for a company of practical young men to secure an established business with work and money coming in from the start; located in a live manufacturing city of 100,000 in Ohio; reasonable price for cash. A 534.

FARMER WANTS TO SELL PRINTING-OFFICE — 24 years ago I established the American National Printing Co., capital $10,000; I own majority stock; am going to dispose of it because I own and live on Green River stock farm, 400 acres, in Lee County, Illinois, the farm so nicely written up by *Saturday Evening Post*, June 14, 1913, and the Sunday Chicago *Tribune*, March 8, 1913. JOHN P. HONEYCUTT, 6619 S. Halsted st., Chicago, Illinois.

FOR SALE — Complete printing-plant in capital city (population over 60,000) of western State; plant inventories about $15,000, and consists of Miehle and Optimus cylinders, 3 C. & P. Gordons, Dexter job folder, Dexter publiention folder, stitching, punching, round-cornering and addressing machines, and all necessary composing-room equipment; will sell whole or half interest for cash, or will exchange for clear land. B 556.

FOR SALE — Commercial job office; established 12 years; doing excellent business; has five jobbers, one pony cylinder and large wire-stitcher, all run by individual motors; everything in fine condition; no encumbrances; in town of 30,000; long lease on location; good reason given for selling; all correspondence answered. N 362.

FOR SALE — Newest and most up-to-date job office in Denver; two platens, power cutter, plenty of fine type and high-class trade; business, $400; rent, $30; pay-roll, $40 per month; you can get this well-established business at the invoice price of $2,500; write for particulars. B 555.

GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

FOR SALE — Profitable one-machine linotype trade plant, located in one of the large print-shops, which furnishes rent, light, heat and power free; also contract guaranteeing about $200 worth of work per month; price, $6,000. B 566.

JOB OFFICE FOR SALE — Will guarantee any man that can take care of business $200 net per month and will stay with same until he is acquainted with trade. G. CLAAR, 107 W. 2d st., Pueblo, Colo.

PRINTING-PLANT FOR SALE — 5 jobbers, power cutter, Portland punch, modern composing-room; plant in fine condition; business established; a bargain; located in large Ohio city. B 568.

FOR SALE — On account of death, old-established printing-plant in San Francisco; splendid opportunity. S. W. CHARLES, University av., Palo Alto, Cal.

ON ACCOUNT OF THE DEATH of my husband, will sell at a bargain a complete job-printing outfit. EMMA MORRISH, Knoxville, Iowa.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I_6 Windfall, Ind.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues



QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues



VISE GRIP

FOR SALE.

BOOKBINDERS' MACHINERY — Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on name-plate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

PRINTING MACHINERY FOR SALE — 39 by 53 Miehle press, 35 by 47 Whitlock press, Model 5 linotype with 3 magazines, Brown "Togo" folder, Brown & Carver 38-inch power paper-cutter, Boston stitcher, Tatum power punch, Rosback perforator, bindery machinery, type, cases, stands, stones and lot of miscellaneous goods; also about a dozen electrical motors, 220 volts d. c., in sizes ¼ h.-p. to 5 h.-p.; will sell all or any part; low prices to close out. A 535.

A PRACTICALLY NEW JOBBING BOOK FOLDER AND FEEDING MACHINE for sale very cheap; in first-class condition; size, 12 by 16 to 33 by 45; if you can use this machine and want to save money on a first-class equipment, correspond with us at once; this is absolutely a high-grade proposition where some one is going to save several hundred dollars if you act on this opportunity immediately. B 567.

REBUILT — absolute guarantee — Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 23 by 30, front fly, cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper-cutters, 23 to 48 inch; wire-stitching, perforating, slitting, scoring, bronzing, punching machines; send for illustrated list. RICHARD PRESTON, 167 E. Oliver, Boston.

FOR SALE — One No. 244 Dexter intermediate folder, designed to fold eight pages, and equipped to insert either two pages or four pages into eight, making a total of eight, ten or twelve pages; pasters for both the eight-page and the two and four page insert; trimmers for the head; delivering four folds into a packer-box, or if two and three folds, delivering flat; size 35 by 48 inches. B 563.

REBUILT — Guaranteed satisfactory to purchaser, Huber, 4-roller, 46 by 60 bed, $1,100; Campbell job and book, 41 by 60 bed, $700; 37 by 52 bed, $650; 34 by 50 bed, $500; Campbell Economic, 45 by 60 bed, $800; Hoe pony drum, 17 by 21 bed, $475; f.o.b. New York. C. FRANK BOUGHTON, successor to Van Allens & Boughton, 17-23 Rose st., New York.

FOR SALE — One Harris automatic machine, size 15 by 18, with envelope, card, paper-bag and shoe-feeding attachments, in good running order; as this machine is all we have left of our printing-plant, would like to dispose of it quickly; will sell at a very low price. Inquire BECKER BROS., Butler, Pa.

HALF-TONE CAMERA FOR SALE — 6½ by 8½ camera, holder, cone and 133-line Levy screen; good as new; cost $50; sell for $20; guaranteed perfect order. J. ERICKSON, 3002a Brooklyn av., Kansas City, Mo.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. THE ROYAL PRINT & LITHO., Ltd., Halifax, N. S., Canada.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPEWRITER COMPANY (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

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LAYOUT MAN or head job compositor — One who is a skilled specialist in the making of booklets, brochures, catalogues, and other high-grade advertising literature; type expert, with creative ideas in the execution of modern tasty typography; prefer a man with intimate technical knowledge of printing design, and illustration as applied to all forms of high-grade publicity material, combining originality of idea with capability of execution; good, permanent connection for reliable, sensible man of ability; state fully past experience, connections, etc., and salary expected. Address PRINTING ART, P. O. Box 308, Cincinnati, Ohio.

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PHOTOENGRAVERS, wood engravers, artists, who want open-shop positions in best shops in country write to EMPLOYING PHOTO-ENGRAVERS' ASSOCIATION, 1202 Citizens bldg., Cleveland, Ohio.

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FOREMAN — To have charge of department, six cylinders and five jobbers; must be man competent to handle all classes of bookwork; old-established plant; city of fourteen thousand, central West. A 267.

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Alex. Cowan & Sons, Ltd., Melbourne, Sydney and Adelaide (Australia), and Wellington (New Zealand), established in Australia in 1853, merchants in printing machinery and materials and type, in which their sales are more extensive than those of any other firm in Australasia, are prepared to act as agents for everything with merit that is salable in printing-plants. Have fifty traveling salesmen, covering the whole of Australia, and agencies in Brisbane and Perth. Carry large stocks in all above cities. *Address communications to Resident Correspondent at his residence, 18 Shephard Avenue, Newark, N. J.; telephone, Waverly 3069.*

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WANTED — A man with selling ability to sell lithographing and printing; prefer a man thirty to thirty-five years old who has had several years' experience in this line; work principally among city trade; give names of present and past employers and other references. B 559.

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Waste paper accumulates so fast that the baler is soon paid for and everything thereafter is clear profit. We have a couple on hand, which were accepted in payment of a poor account, and should like to dispose of one at a very close price. Cut down your overhead by taking advantage of every economy and write us for further information. One machine is all we can use and the other we are anxious to get rid of, as it is absolutely new and has never been used. An inquiry will bring full information.

Osgood Company, 418-430 South Market Street, Chicago, Ill.

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MADE BY
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940-941 Old South Building

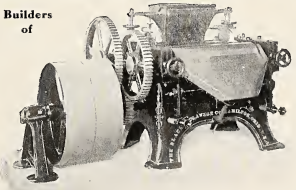
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PACKERS AND DEALERS IN
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WANTED
1,000 Second-hand California Job Cases
EMPIRE TYPE FOUNDRY
Buffalo, New York

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HAMILTON, OHIO, U. S. A.

Builders of



INK GRINDING MILLS with 3 Chilled Iron Rolls
Sizes—6 x 18, 9 x 24, 9 x 32, 9 x 36, 12 x 30 and 16 x 40 inches
With or without Hoppers. Solid or water-cooled Rolls
Also build Paper and Pulp Mill Machinery, Plating Machines, Saturating Machinery and Special Machinery

KIMBLE MOTORS

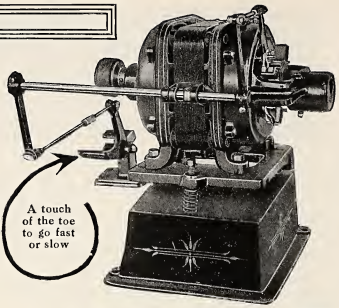
Make Each of Your Presses at Least 20% More Productive

USE

KIMBLE

JOB AND CYLINDER PRESS

MOTORS



Single-Phase, Variable-Speed Alternating-Current

Last month we told you how Kimble Motors made each press at least 20% more productive by giving it a range for high speeds. This same increase in efficiency holds good because of its range for low speeds.

Take, for example, a printer with a Pony Cylinder Press, about 27x40. The maximum speed of this type of press is about 3,000 I. P. H. With ordinary motors 50% reduction from maximum is the best that can be had. That means 1,500 I. P. H., a speed much too fast for a large number of jobs.

Imagine the predicament of this printer, limited to a low speed of 1,500 I. P. H., on jobs that can not be handled at speed higher than 750 or 800 I. P. H. If he attempted to feed such a job on his press, he would waste more than half his stock. He would lose nearly two-thirds of the impressions. The distribution would not be even. The actual output in perfect impressions would be about 300 to 400 I. P. H. In other words, a direct loss of approximately 50% over the possible production.

With Kimble Motors it is different. You can secure any speed from 450 to 3,000 I. P. H. You can fit the speed exactly to the job.

And aside from efficiency, there's economy. The Kimble Motor reduces *current consumption* in direct proportion to *every reduction of press speed.* All other alternating current motors consume as much current at any fraction of maximum speed as they do at maximum. In economy Kimble Motors pay a monthly dividend of at least 10% on their cost.

Kimbleize Your Plant!

Run all your presses, from the Gordons right up to the big cylinders; run your stitchers, binders, folders—all your machinery—with Kimble Motors. It pays *big* in efficiency and operating economy. Our Red Catalog tells why. Write for your copy.

Kimble Electric Company

The Printing Press Motor Specialists

635 N. Western Avenue
Chicago, Ill.

KIMBLE MOTORS

Little Stories About Kimble Efficiency

A Ribbon Job

One printer had a job of 1,000 ribbons, 9 inches long and 2 inches wide. These were being run off on a 10x15 press, connected to line shafting which was so belted that the lowest speed he could get was 1,200 I. P. H.

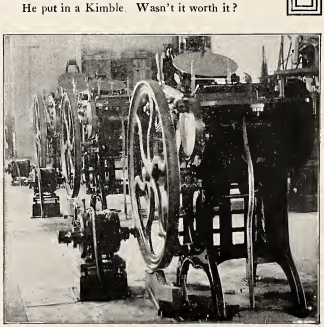
At this speed the pressman could do little more than drop the ribbons in and trust to luck. If he attempted to straighten them out, he endangered his fingers. The press made only every other impression, because in nearly every instance the pressman had to use the throw-off and straighten the ribbon out as best he could when the platen came back for the next impression.

One ribbon out of every five was so bad it had to be thrown away. Only three out of five were printed straight enough to send out. The actual output was about 600 I. P. H. and the loss on ribbons more than ate up the whole gross profit on the job.

A one-third H.-P. Kimble Motor was then connected to this press, friction drive. The press was started at 500 I. P. H. and speed gradually increased to 900 I. P. H. At this speed the feeder could get the ribbon in just right and never miss an impression.

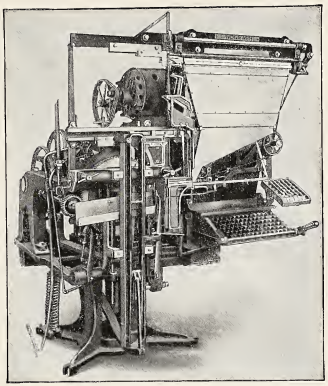
Result:—A saving of 20% in stock. An increase of 50% in actual speed. An increase of 40% in perfect ribbons turned out.

He put in a Kimble. Wasn't it worth it?



THE LINOGRAPH

Comparing the LINOGRAPH with Other Slug-Casting Machines You Will Find:



1. That the LINOGRAPH is the only machine where the two-letter alignment is made on the upper ears of the matrices, making the alignment of bold face or italics as good and as long-lived as the Roman face.

2. That the LINOGRAPH is the only machine on the market where all matrix transfers are made on the ears instead of on the combination teeth, thus rendering the matrices more long-lived and avoiding a large amount of wear on these teeth, making distribution more certain.

3. That the LINOGRAPH is the only machine producing a low quad line, thus avoiding much of the trouble now experienced in pressrooms from high quad lines.

4. That it is easier to change magazine on the LINOGRAPH than on any other machine.

5. That it is the only machine where the distributor is within easy reach of the operator from the front of the machine.

6. That there are over 1,000 parts less in the LINOGRAPH than in any other successful machine.

7. That the matrix supply is in every way equal to that of the most expensive machines, and in some respects greater; for of the seven characters most frequently used, there are 24 matrices for each key—four more than found in any other machine.

8. That the composition produced by the LINOGRAPH is as good as can be produced from any slug-casting machine.

9. That the speed at which it can be operated is limited only by the ability of the operator, and that a complete change of face and measure can be accomplished as quickly on the LINOGRAPH as on any other machine.

10. The LINOGRAPH carries two-letter equipment with a universal mold, having a range from 5 to 14 point and lines up to 30 ems long.

11. That it is easier to operate and care for the LINOGRAPH than is the case with any other make or model of slug-casting machine, regardless of the price.

Price, $1,800.00 — Sold on Easy Terms.

WRITE FOR OUR CATALOGUE

THE LINOGRAPH COMPANY, Davenport, Iowa

The Package Label Contest Closes March 1



Send in an entry before that time. The contest is open to all and copies of the rules will be sent free on request. Are you reading

THE AMERICAN PRINTER, *a Magazine of Printing?*

There is now running in that publication several series of articles of intense practical interest to printers, on the subjects of Typography, Cost Finding, Advertising a Printing-office, and the winning replies in the recent contest in Print-shop Knowledge. Each issue contains many illustrations in black and inserts in color, showing handsome printing specimens. A series of covers designed by Will Bradley is now appearing on The American Printer. Send thirty cents for sample copy or three dollars for a year's subscription. **Oswald Publishing Company, 25 City Hall Place, New York.**

EVERYTHING
For the Printer and Stationer

As we are Agents for leading Typefounders and Printing Machinery Manufacturers, and also Stationers' Sundries houses, we are always interested in any Labor-saving Contrivances or Printers' Materials, or new Stationers' Sundries, and solicit illustrations and particulars, to the following address.

JOHN DICKINSON & CO.'S AFRICAN AND AUSTRALASIAN BRANCH, Ltd.
WALE STREET, CAPE TOWN

The American Pressman

A MONTHLY TECHNICAL TRADE
JOURNAL WITH 20,000 SUBSCRIBERS

Best medium for direct communication with the user and purchaser of
Pressroom Machinery and Materials

ONE DOLLAR PER YEAR

ROGERSVILLE, TENNESSEE

BEST INVESTMENT FOR A COMPOSITOR

¶ His knowledge of typography is the greatest asset of the hand compositor. It is that which enables him to earn a livelihood.

¶ That knowledge would be of greater value if he were a machine operator. Ability to operate combined with typographical sense are sure producers of results, either in the shape of better wages or steadier employment.

¶ Compositors who are compelled to go to the expense of attending a linotype school find it a good investment.

The INLAND PRINTER TECHNICAL SCHOOL

has been declared the best as to method, equipment (which includes the latest models 8, K, 9 and 15) and result by the highest possible authority on linotype schools.

¶ No compositor is doing himself justice if he fails to look into the feasibility of his becoming an operator.

Drop us a line asking for booklet on machine composition and get full information about our school and the testimony of graduates

The Inland Printer Technical School 632 SHERMAN STREET, CHICAGO, ILLINOIS

NOTICE

DISTRICT COURT OF THE UNITED STATES

SOUTHERN DISTRICT OF NEW YORK

F. Wesel Manufacturing Company
Against
The Printing Machinery Company
} **In Equity No. 11/42**

We hereby notify the trade that we have brought suit against the above named defendant for an injunction and an accounting by reason of the infringement by the Printing Machinery Company of our Patent No. 673,485, dated May 7, 1901, for Printing Plate Holders.

We have been advised by eminent counsel that the above patent is a basic and pioneer patent and that the so-called "Warnock diagonal block and register hook system" is a palpable infringement thereof.

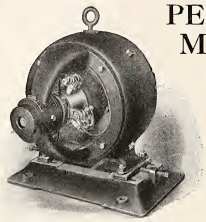
We further notify the trade that all users of the so-called "Warnock System," as well as the maker and seller thereof, are equally liable for infringement, and that we intend to protect our exclusive rights under the above patent and to vigorously prosecute all infringers thereof.

F. WESEL MANUFACTURING CO.

70-80 Cranberry Street,
Brooklyn, New York

Requires Little Attention

When you install a *Peerless Motor* your power troubles are at an end. Simply lubricate, and the *Peerless* will do the rest.



PEERLESS MOTORS

are made for a specific purpose—for the Printer, Publisher, Engraver and Electrotyper. Send us your wants and we will submit estimate.

Ask for our illustrated catalogue.

On ANY POWER PROBLEM write:

The Peerless Electric Co.

Factory and General Office: Warren, Ohio

CHICAGO AGENCY:
Electrical Machinery Sales Co., 1536 Monadnock Building

NEW YORK AGENCY:
N. Y. Electric Installation Co., 43 West 27th Street
And All Principal Cities

Pressman's Tools



Seven tools, indispensable to the pressman, in neat leather case.

$5.00
POSTPAID

Comprising
Type-high Gauge
Vignette Edge Liner
Punch
Rake
Overlay Knife
Router
Tympan or Overlay
Stabber

If bought singly would cost over $6.00.

The
Inland Printer Co.

632 Sherman Street
Chicago, Ill.

New I.T.U. Course Series

LESSONS IN RUDIMENTARY ENGLISH AND ELEMENTAL TYPOGRAPHY

THIS series is designed to aid those who have difficulty with capitalization and punctuation. The lessons are on the following subjects:

Lessons 1 to 3—Punctuation.
Lesson 4—Use of capital letters.
Lesson 5—Proofreaders' marks and their meanings.
Lesson 6—Type-faces and their use.
Lesson 7—The question of spacing.
Lesson 8—The use of decoration in typography.
Lesson 9—The question of display.

This series may be taken in preference to the nine lessons on hand-lettering at the regular rate, including rebate given by the International Typographical Union. It may also be taken alone, the price being $10. When taken in addition to the full course it is sold for $8, which is the price charged graduates of the I. T. U. Course.

THE I. T. U. COMMISSION 632 SHERMAN STREET, CHICAGO

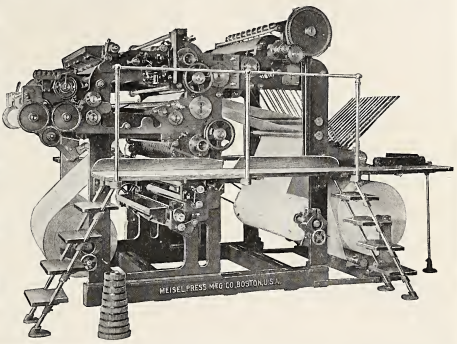
ADJUSTABLE ROTARY PRESSES

A press necessary in every pressroom.

For taking care of most every kind of printed product, cut into sheet form, rewound, folded or collated, it is an elastic machine. Prints multicolors on one or both sides.

Sixty-six different lengths of sheets with the very least of changes.

The machine to put resilience into the pressroom for the coming year.



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Designers and Builders of Automatic Presses Delivering Finished Products in One Operation

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found in our special half-tone black inks stand for careful study and preparation of an ink meeting the requirements at the *right price.*

¶ When we say "PERMANENT" black we mean that it never, never changes its lustre, for it has the *body* and will stand the test.

¶ If you do not know of the sterling quality of either of our three famous brands,

Pierce Half-Tone Black
50c per pound

Egyptian Half-Tone Black
65c per pound

Peerless Half-Tone Black
75c per pound

let us send you some samples, a proof positive of what these "rightly priced" half-tone inks will do for you.

¶ Let us convince you that we are right, and here is your opportunity to get acquainted with an ink that you have been looking for, lo, these many years.

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1543-1551 Niagara St. Buffalo, New York

Penrose's Process Year Book, 1913-14

NOW READY — EDITED BY WILLIAM GAMBLE — VOLUME XIX

A superbly illustrated review of the year's progress in graphic arts, with 250 illustrations, chiefly full-page, by almost every known process—photogravure, collogravure, offset, litho, color plates, etc., and sixty practical papers on subjects of current interest to process workers, printers, etc.

Descriptive Circular on Request — PRICE, THREE DOLLARS, EXPRESS PREPAID

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Appearance of our Neat Cards in Case



No matter who your customers are, you can always get their interest by detaching one of your

Peerless Patent Book Form Cards

and showing them the *smooth edge*, and the perfect cleanliness and handiness which is characteristic of them *only*.

Once they have seen the card and have had an explanation of the ultimate *economy* and *pleasure* of their use *as against a loose card*, you have a sure and abiding customer. And remember that if he comes to you for his cards he will come to you for the other printing and engraving he may need.

A trade-winner for itself, it brings other trade to you, because a user of the *Peerless Card* judges your other printing or engraving by the printing or engraving on these cards, and their style, finish, quality and economy. If it will establish the quality of your shop, you want it, just as a trade asset.

Send for a sample tab of the cards, detach them for yourself; show them to one or two of your present customers and see how impressed both of you become with them. If they impress you they will impress others. See them for yourself.

The John B. Wiggins Company — Engravers, Plate Printers, Die Embossers

Established 1857 — 52-54 East Adams Street, Chicago

Tympan Gauge Square

FOR QUICKLY AND ACCURATELY PLACING THE GAUGE PINS ON A PLATEN PRESS.

Made of transparent celluloid, ruled in picas. Size, 3¾ x 8¼ inches.

By placing the square over the impression of the job on the tympan in the proper position, and marking with a pencil along the left and lower edges, the gauges can be placed correctly at once. Will save its cost in one day's use.

Twenty-five cents, postpaid to any address.

THE INLAND PRINTER CO.

632 SHERMAN STREET - - - - CHICAGO

You Can Save One-Half the Cost

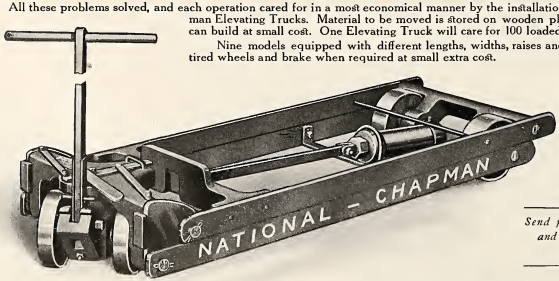
of trucking stocks of paper and finished jobs in your establishment if your method is

National Chapman Elevating Trucks

Picture to yourself the many unnecessary and costly motions required to transport paper or printed matter in your own plant. Do you find it a difficult matter to keep aisles clear, so operators have proper access to machines? Is your storage space congested? Is stock damaged due to frequent rehandling? Is it necessary to load and unload, pile and repile stocks of paper and finished jobs?

All these problems solved, and each operation cared for in a most economical manner by the installation of National Chapman Elevating Trucks. Material to be moved is stored on wooden platforms, which you can build at small cost. One Elevating Truck will care for 100 loaded platforms.

Nine models equipped with different lengths, widths, raises and wheels. Cushion-tired wheels and brake when required at small extra cost.

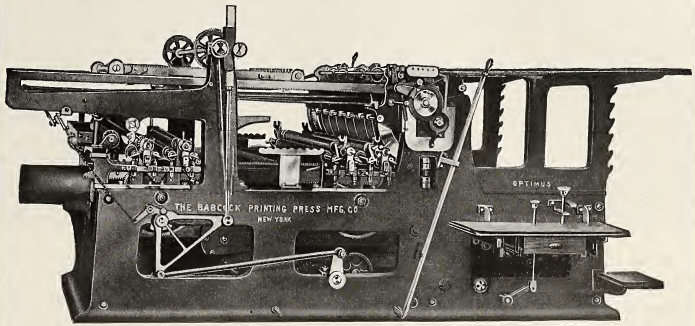


Be timely and cut your trucking expense 50%. Before buying any trucking or conveying device investigate the proved efficiency and reasonable price of the "National Chapman."

Send for Catalog "I. P." and MONEY BACK guarantee.

National Scale Co. 12 Land Street, Chicopee Falls, Mass.

THE BABCOCK OPTIMUS



It is said that the invention of movable type was "a step that raised man from ignorance to knowledge, from weakness to strength." It is equally true that the invention of

THE BABCOCK OPTIMUS

raised the process of fine printing from slow, laborious and often unprofitable work to an art easily and quickly acquired by any intelligent pressman and with profit to the employing printer. The reasons are built into the press, and a few of the many are: the Register is so perfect that sheets may be run from one "Optimus" press to another, in color printing, facilitating the work without idle machinery; no time is lost in make-ready; no adjustment for different grades of paper, and the press is built in sizes to fit all sheets. "Optimus" Distribution is unequaled in efficiency, economy and thoroughness. Everything is combined to make

THE BABCOCK OPTIMUS

The Strongest, Fastest and Most Profitable Two-Revolution Built

SEE THE MACHINE AT WORK

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General Western Agents,
Chicago, Illinois

Miller & Richard
General Agents for Canada,
Toronto, Ontario and Winnipeg, Manitoba

John Haddon & Co., Agents, London, E. C.



Our papers are supplied in fine wedding stationery, visiting cards, and other specialties by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.



Do You Print Corrugated Paper for Boxmakers?

Our Rubber Stamp Vulcanizer will make semi-hard Rubber Dies, so that you can get a good impression on any soft surface like Palm-leaf Fans, Burlap Bags, Corrugated Paper or any soft surface that would kill an Electrotype. Go into the Rubber Stamp business right and get one of our Vulcanizers.

Write for Catalogue

The
J. F. W. DORMAN CO.
Baltimore, Md.

Vest-Pocket Manual *of* Printing

A full and concise explanation of the technical points in the printing trade, for the use of the printer and his patrons

TABLE OF CONTENTS

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Convenient vest-pocket size. Neatly bound in leather, round corners; 80 pages; 50 cts.

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Pencil and Pen Carbons

for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters.

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QUALITY

First, Last and All the Time.

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A SULLIVAN PRESS

will increase the income from your waste paper, by packing it in neat, tight bales for storage or shipment. *Circular 61-F*



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PRESSMEN'S OVERLAY KNIFE

This knife has been subjected to a careful test for quality of temper. It will be found to hold a keen edge and to be of much flexibility, enabling the operator to divide a thin sheet of paper very delicately. In all respects it is of superior manufacture. The blade runs the entire length of the handle and is of uniform temper throughout. As the knife wears, cut away the covering as required.

PRICE, POSTPAID, 25 CENTS

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632 Sherman Street, Chicago
1729 Tribune Building, New York

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For sale by
The INLAND PRINTER CO., Chicago and NEW YORK.

BECAUSE we will never quote prices to a *user* of printing, you do not find us asking for your business and competing with you for it at the same time. The quality of our work and the economies effected enable *you* to compete successfully with any one.

Write us to-day for samples

Western States Envelope Co.

Independent Manufacturers of "Sure Stick" Envelopes for Printers and Lithographers

Milwaukee

LIQUID GLACE

Is brushed on the draw-sheet by the printer and forms an insoluble coating.
It prevents packing from softening and allows an indefinite number of impressions.
It eliminates offset onto and piling on the draw-sheet.
It prevents draw-sheets from cracking.

KLE-NUP

The Ideal Cleanser for Particular Pressmen

Not injurious by inhalation.
Not injurious to the skin.
Will not affect the finest cuts.
Will not injure the rollers.

THE SEE & ESS CO.
2017 Mallers Bldg., Madison and Wabash, Chicago, Ill.

If You Want to Reach

The Retail Stationer, Office Equipment Dealer, Branch and Independent Typewriter Dealer, and Buyers for Railroad Corporations, Wholesale Houses, Factories, Banks, and other Commercial Industries, you can command their attention and consideration through the

INLAND STATIONER
BUSINESS EQUIPMENT JOURNAL

Your advertisement inserted in a few consecutive issues will prove the splendid "pulling" qualities of this medium.

Send for sample copy, advertising rates and our Free Copy Service Plan.

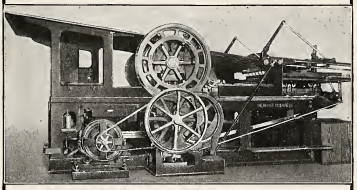
Inland Stationer
Business Equipment Journal
632 Sherman Street, Chicago

Are You Interested in Electric Power for Printing Plants?

A needless question, perhaps.

Of course you are interested, if you are one of the progressive, up-to-date readers of The Inland Printer.

The point of the matter is, are you sufficiently interested to get in touch with us, to tell us the exact nature of the service you require, and to let us give you full information on the best apparatus for your purpose?



It's our business to furnish you that information and that apparatus. If you do your share, we will do ours.

Fill out and send to us the attached coupon. It will be forwarded to our nearest office, which will investigate your requirements, send you full information, and, if requested, submit estimates on the motors best suited to your work. There will be no obligation whatever on your part, and we suggest that you fill out and mail the coupon now—before you forget.

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Ampere, N. J.

Offices in All Principal Cities

Crocker-Wheeler Company
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Dear Sirs: We have alternating current

_____volts_____phase

_____cycles.

We have direct current_____volts.

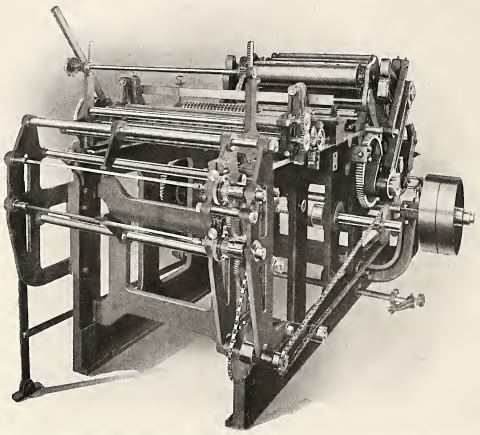
Send us bulletins or information on

motors suitable for driving_____

Name _____

Address _____

STICK TO US—IF YOU WANT TO PRINT ON GUMMED LABELS OR TAPE, EITHER DELIVERED FLAT, CUT TO SIZE, OR REWOUND IN THE ROLL.



KIDDER PRESS CO.

DOVER, N. H.

NEW YORK OFFICE:
261 BROADWAY
GIBBS-BROWER CO.
AGENTS

CANADIAN OFFICE:
THE J. L. MORRISON CO.
TORONTO

With Perfect Safety EVERY PLATEN PRESS IN YOUR PLANT CAN BE USED FOR HOT EMBOSSING. HEAT, NOT PRESSURE, ACCOMPLISHES IT

"THE VANBOSSER"

An Electrically Heated Mounting Block for Embossing and Ironing Dies

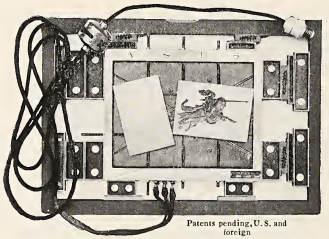
Is locked up in chase like any ordinary type form or electrotype.

Scoring and embossing done in the same impression.

Such a terrific heat is produced that pressure as is used on an ordinary type form is all that is necessary.

Two distinct degrees of heat furnished.

No beveling of brass dies or mounting on metal base is necessary; all this additional expense eliminated.



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Can register die (when on press) into type form by means of adjusting screws.

Is made fool-proof.

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We build this block to work on both 110 and 220 volt circuits, either A. C. or D. C. Our standard block is 11x13½ inches, outside measure, so as to turn either way in a 14x22 chase. However, we can build this block any size desired. Our 14x22-inch block is constructed so as to clamp on press without first being locked in chase.

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L.L.BROWN LINEN PAPER CO. LEDGER

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The lessons given in the Course elucidate the principles underlying typography. Lessons and instruction are not only designed to inform the student, but to encourage and stimulate him.

The Course has enabled scores of compositors "to find themselves" and to step up the ladder.

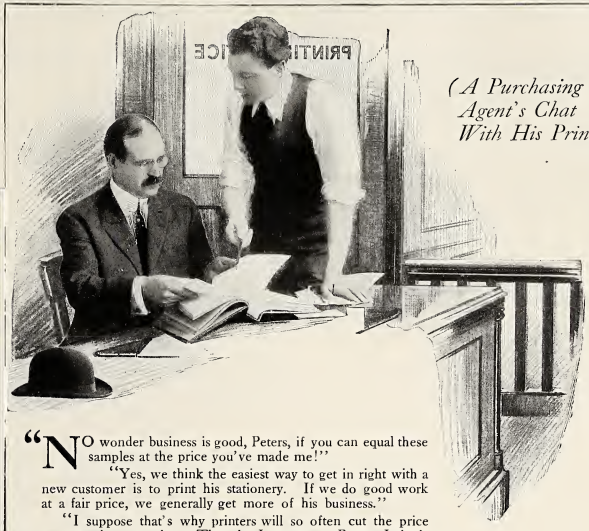
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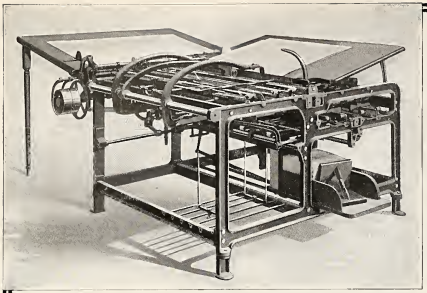
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>
> We submitted your letter to the foreman of our job press department, and he makes the statement that *this device is the best one* that has *ever* come into his department. As we have great confidence in the man in charge of this department, we are quite sure that there must be merit in the Hake Gripper, or he would not have said so.
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> BAKER-VAWTER COMPANY,
> F. M. VAWTER, V.-P.
>
> September 25, 1913.

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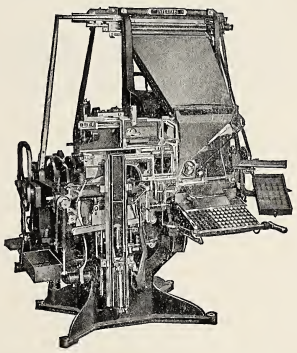
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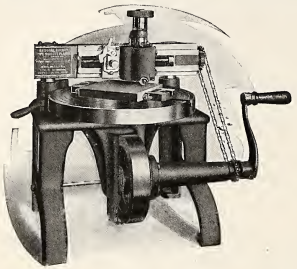
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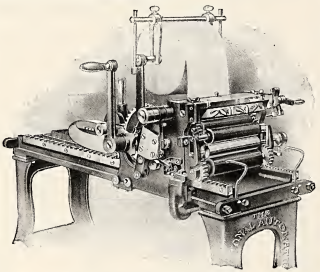
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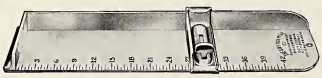
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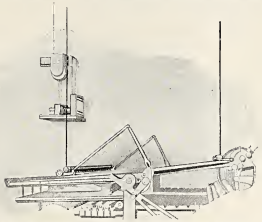
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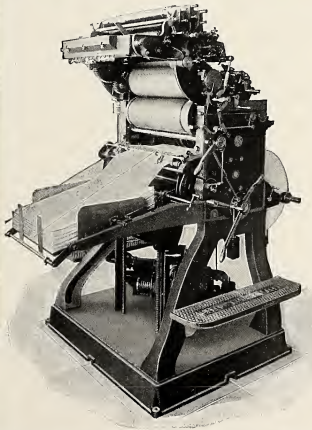
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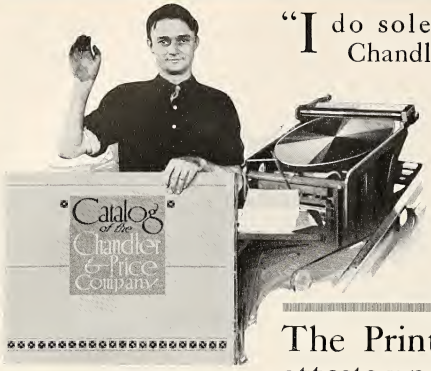
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(Signed) L. J. JOHNSON

Sworn to and subscribed before me this 19th day of January, 1914.

(Signed) H. W. SLACK,
Notary Public

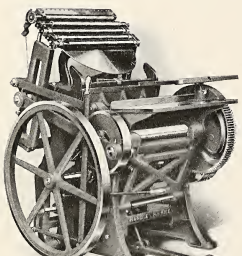
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New Series Press, 14½x22

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CARNEGIE AVENUE
CLEVELAND, OHIO

Canadian Agents
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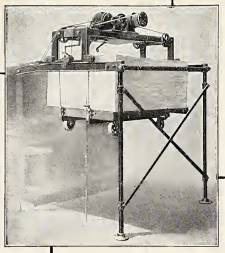
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ESTABLISHED 1844

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SECOND PATENT SUIT

Linotype vs. Intertype

We desire to announce that we have instituted a second action in the United States District Court for the Southern District of New York against the International Typesetting Machine Company (manufacturers of the Intertype) for infringement of the following United States Letters Patent:

D. S. Kennedy	No. 586,337	J. M. Cooney and H. L. Totten	No. 759,501
J. R. Rogers	No. 619,441	R. M. Bedell	No. 787,821
J. R. Rogers	No. 630,112	P. T. Dodge	No. 797,412
D. A. Hensley	No. 643,289	D. S. Kennedy	No. 797,436
J. R. Rogers	No. 661,386	D. S. Kennedy	No. 824,659
C. Muehleisen	No. 718,781	M. W. Morehouse	No. 826,593
J. W. Champion	No. 719,436	T. S. Homans	No. 830,436
D. A. Poe and W. H. Scharf	No. 734,746	T. S. Homans	No. 837,226
J. L. Ebaugh	No. 739,591	R. M. Bedell	No. 848,338
P. T. Dodge	No. 739,996	T. S. Homans	No. 888,402
J. K. Van Valkenburg	No. 746,415	J. R. Rogers	No. 925,843
S. J. Briden	No. 757,648	H. Plaut	No. 955,681
W. H. Randall	No. 758,103		

We have recently announced a first action, now pending, brought by us against the International Typesetting Machine Company for infringement of the following United States Letters Patent:

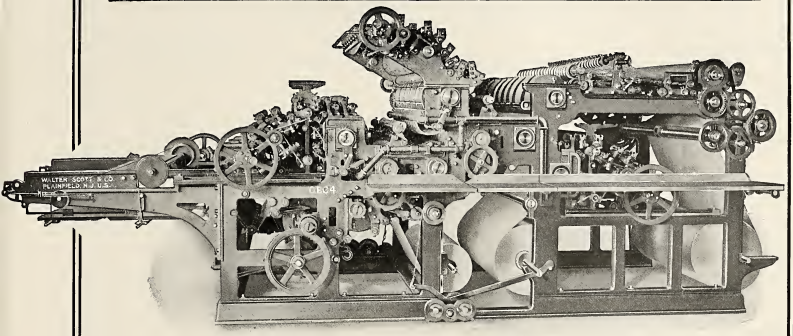
O. Mergenthaler	No. 614,229	J. R. Rogers, Reissue	No. 13,489
O. Mergenthaler	No. 614,230		

MERGENTHALER LINOTYPE COMPANY

TRIBUNE BUILDING, NEW YORK

Notwithstanding statements to the contrary which are being circulated, the injunction suits of the Mergenthaler Linotype Company against the International Typesetting Machine Company are being pushed as vigorously and as rapidly as the law and the rules of court procedure will permit. There has been no delay or attempted delay of any kind on the part of the Mergenthaler Linotype Company.

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now prints that magazine at a speed of fifty-five hundred per hour on both sides of the sheet.

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is the fact that this press only takes up the same floor space as a single flat-bed press but does the work of eight machines, thus saving in rent, labor, and power.

ANOTHER GREAT ADVANTAGE

is that the SCOTT ALL-SIZE PRESS cuts off any length of sheet and any width up to the width of the press, 50, 60, or 70 inches. It also prints an extra color on one or both sides of the sheet if desired.

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DAVID J. SCOTT, General Manager

MAIN OFFICE AND FACTORY

PLAINFIELD, NEW JERSEY

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HAMILTON STEEL EQUIPMENT

Advantages of the Unit System in Composing-room Furniture

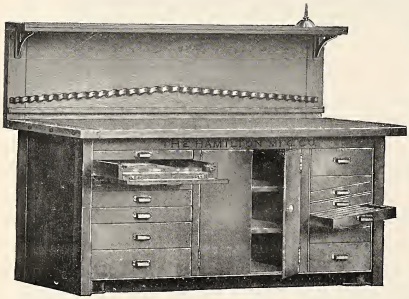
Conditions change, and this is true not only with reference to the work in hand but also the methods employed in performing the work.

A piece of furniture that is right for the composing-room to-day might not be right a year or five years hence, when the business has grown and the output is specialized.

In the past a change of equipment has meant the throwing away of the furniture already installed and the purchase of complete new equipment. Yet it has often proved a matter of economy to make such changes.

In connection with the new Hamilton system of units in all-steel construction we have solved this problem. Each piece of furniture is made up of a number of units which together form the complete piece of furniture. These units are secured in the holding frame by means of bolts and screws and any one unit can be removed and replaced with any other desired unit.

As the character of the work changes the steel furniture equipment can be changed with little expense. This will be a source of great economy. The long wait between the time when it is known the change is necessary and the time when the new equipment is actually installed is entirely eliminated. The furniture equipment grows and is altered as the business changes. There is no equipment to be thrown into the discard.



Linotype Machinist's Cabinet Work Bench No. 478

The top of this Bench is made of rock maple two inches thick, with end pieces tongued and grooved and bolted to the main top. The framework is of hot-rolled angles with steel panels. All drawers are of wood with steel-front protectors.

There are drawers for storing liners, spacebands and ejector blades; also drawers divided into compartments for the storage of miscellaneous parts used on the linotype machine so often necessary in making repair replacements. The cupboard is used for storing the heavier and larger parts.

Hamilton Steel Equipment lessens the fire hazard and therefore reduces the insurance expense. This furniture is sanitary. It is not affected by atmospheric changes.

The depreciation to be figured on steel equipment is a negligible item.

Our system of constructing steel furniture in units, manufactured in large quantities and carried in stock, enables the printer to secure at reasonable prices, equipment that would otherwise be special, high in price, with a long wait for the material to be built to order.

The Hamilton system of flexible unit construction in all-steel furniture will give the largest possible per cent of efficiency in the composing-room where it is to be installed.

The different units in this furniture can be shifted like a pack of cards with little trouble or expense. These facts are simple and clear and should appeal to every practical printer.

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Why not save time on short runs as well as on long ones?

IF a fast press were speedy only in running and required an extra amount of time in making ready, we could see why it might be **objected to** for short runs.

To be sure, the idea of buying a fast, automatic press **solely** for very short runs is not to be commended.

But every printer has many long runs and if a fast, automatic press will make him big profits on those runs **and** will also turn out his short runs quicker than his platens AND DO BETTER WORK, then the purchase of such a press becomes a **necessity.**

The new Model B Autopress (12 x 17 sheet) does a quality of work superior to the so-called "Art Platens" and is **quicker to make ready** because:

The impression is the most rigid ever built into any printing press—**four tracks** on a 12 x 17 cylinder press. Think of it.

No yield. Every tissue patch or overlay **does business.**

Rigid impression is the first essential to quick and permanent make ready.

Tympan is easily and quickly put on.

Inking is positive, form rollers being driven by metal vibrators, the same as on large cylinder presses.

Distribution **more complete** and **more perfectly controlled** than any other cylinder or platen ever built.

Our new crossways distribution and Unit Ink Supply Control do away with all fussing with fountain set screws and enable pressman to adjust ink correctly, easily and **quickly.**

For long runs the automatic feed, of course; but for short runs, merely swing back the automatic feed and lay on the hand feed board—a minute does it.

It is **easy** to feed by hand at 4,000 an hour and easier and quicker to set the guides than to put guage pins or glue quads on a platen.

The new Model B is simply a Battery of Art Presses all in one, beating the best of the platens at every point, quality of work, quickness of make ready and speed in running, whether feeding automatically or by hand.

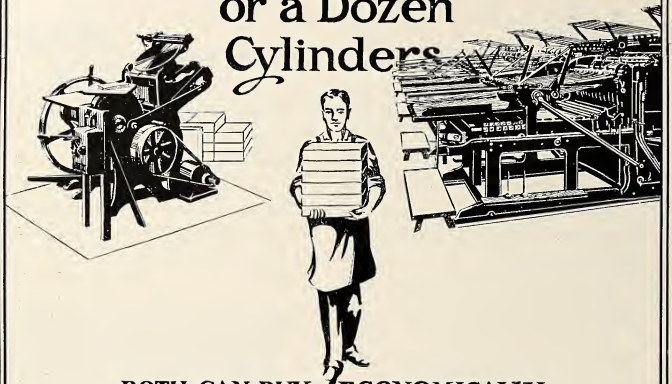
Model B stands for Bank Deposits, large and frequent.

Write at once for full particulars

THE AUTOPRESS COMPANY

95 Madison Avenue *NEW YORK CITY*

Unity Bond is for the Printer With One Job Press or a Dozen Cylinders



BOTH CAN BUY ECONOMICALLY ACCORDING TO THEIR NEEDS

Buying power rightly interpreted has no false standards—it recognizes no unusual advantages to any man beyond his ability to serve his customers according to their individual requirements.

Your customers buy letter-heads in quantities sufficient to meet their needs—location—volume of business and working capital govern these purchases—they should govern yours in filling their orders.

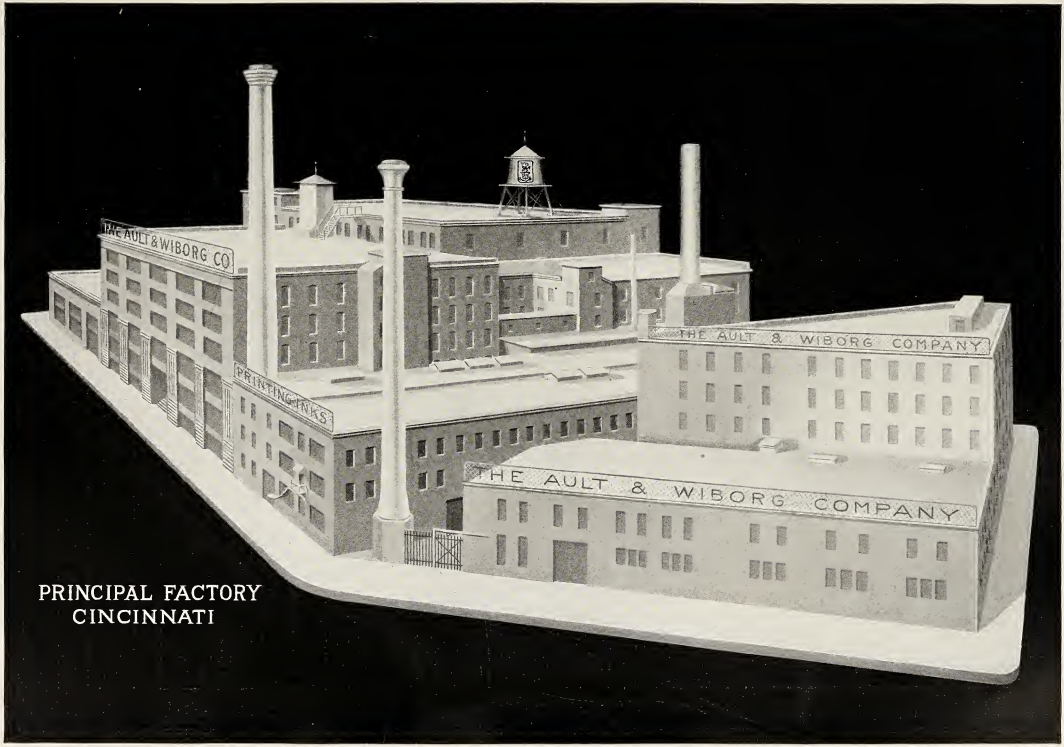
Unity Bond Should Be the Standard of Your Shop

Nine colors and white in plain and cockle finish enables you to offer your customers an unusual selection embracing even the most complex systems of general and interdepartment correspondence.

Write for the "Big 10" Sample Set, Sent Free to Printers.

CHICAGO PAPER COMPANY

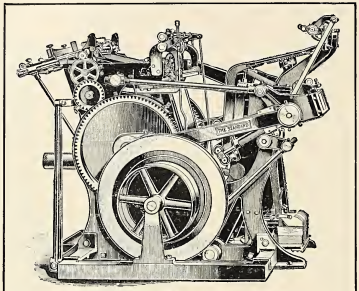
817 FIFTH AVENUE - - CHICAGO



PRINCIPAL FACTORY
CINCINNATI

STANDARD HIGH SPEED AUTOMATIC JOB PRESS

THE JOB PRESS THAT AUTOMATICALLY PRINTS TWO SEPARATE JOBS AT THE SAME TIME



Floor Space, 4½x8 ft. Weight, 4,200 lbs.

Every Responsible Printer—Big or Little—Should Know About This

THE STANDARD HIGH-SPEED AUTOMATIC JOB PRESS

Enables the printer to make more money out of the same volume of commercial job printing than any other press that was ever built

Write for Leaflet, "The STANDARD Way for Short Runs," and Full Information

Wood & Nathan Company

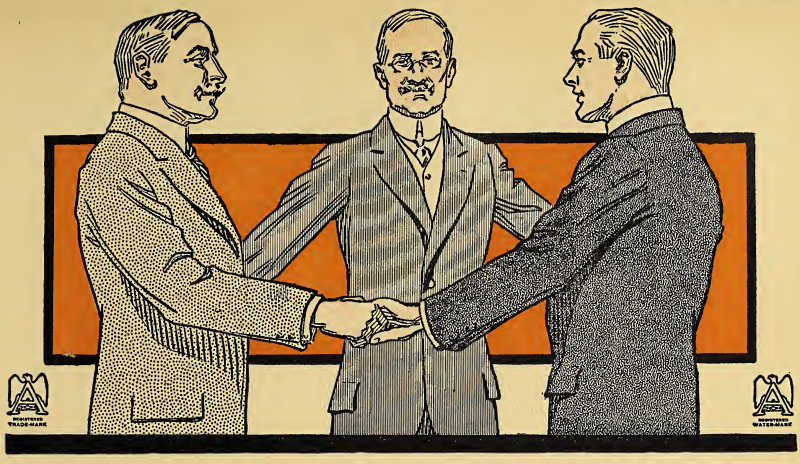
SOLE SELLING AGENT

Standard High-Speed Automatic Job Press

1 MADISON AVE. NEW YORK CITY

THE STANDARD WILL BE EXHIBITED AT THE NEW YORK PRINTERS' EXPOSITION, APRIL 18-25

Also read the reverse side of this page.



We Three—Partners

A PARTNERSHIP is what we're talking about in this announcement, Mr. Printer—our partnership with You and the Paper Dealer in the advancement of our common interests.

If ever there were three who logically ought to work together, we are that combination.

For our part, we realize fully that our prosperity is dependent on the prosperity of our Selling Agents, and of you Printers.

We advertise in the National Magazines, Trade Papers, and Direct-by-Mail for the benefit of the complete partnership—for Your benefit just as largely as for the benefit of your Paper Dealer.

No, we will not sell any of our papers direct to Consumers. Get that fact firmly fixed in mind.

Consequently, you must realize that our advertising creates printing orders before the Jobber or ourselves book the paper sales.

More printing for you on "Eagle A" Bond, Linen, Ledger and Book Papers is its sole object.

You are the man on the firing line, dealing directly with the ultimate Consumer, and must always remain one of the important links in our advertising and selling plan; but besides you, we must also consider the Jobber, who is also an ally in the combination—your ally as well as ours.

We three, all non-competitors, are bound together by a common interest in the development of more printing on better printing papers.

But do you appreciate this partnership with your Dealer and the importance of his efforts in the plan?

He invests his money in large stocks of many varied lines. His capital and warehouse are assets which you cannot fail to ignore, for they enable you to buy paper for immediate needs in any quantity desired.

So the Paper Dealer is a very important member of this partnership. He desires to serve you most completely, so co-operate with him on matters of mutual interest. You help yourself by helping him to make his service more complete.

Complete distribution, quick service, getting what you want when you want it, is what counts today.

One Hundred and Forty-Nine (149) Paper Dealers distribute papers with the "Eagle A" Water-Mark. Their army of over Eighteen Hundred (1800) Paper Salesmen has headquarters in Sixty-Six (66) of the Principal Cities, from Portland to Portland, and are at your service—always.

It is our aim and the aim of our Selling Agents to give our partners a *service that serves*—plus quality papers—"Eagle A" Papers.

AMERICAN WRITING PAPER COMPANY

MANUFACTURERS OF THE "EAGLE A" TRADE-MARKED WATER-MARKED PAPERS

HOLYOKE, MASSACHUSETTS

Also read the reverse side of this page.

U S E

TRADE MARK  WATER MARK

"Eagle A" Writing Papers

FOR BUSINESS STATIONERY

Thirty-four Brands

One for every use

All 100% of actual paper value

Look for the "Eagle A" Water Mark

Manufactured by

AMERICAN WRITING PAPER COMPANY

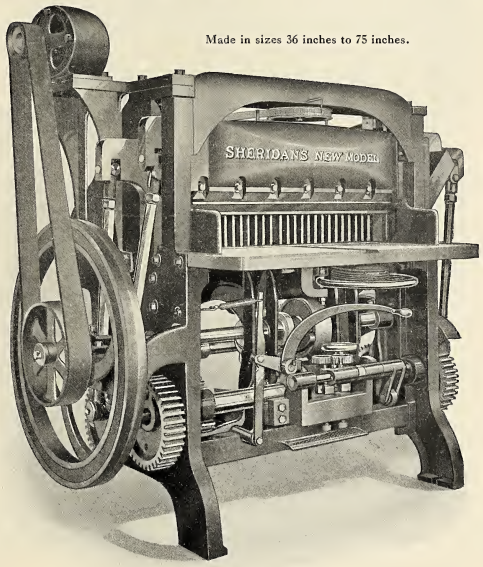
Holyoke, Massachusetts

THE PURCHASE OF A CUTTING MACHINE

THE ESSENTIAL POINTS TO CONSIDER

SPEED ACCURACY CLAMPING POWER STRENGTH SIMPLICITY DURABILITY

Made in sizes 36 inches to 75 inches.



THE SHERIDAN IMPROVED NEW MODEL CUTTER
COMBINES THEM ALL

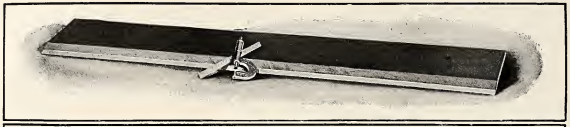
We have recently gotten up a circular describing this machine. It contains facts, not theories. Let us send it to you.

T. W. & C. B. SHERIDAN COMPANY

Established 1835

OFFICES AND SALESROOMS
56 and 58 Duane Street, NEW YORK 607 South Clark Street, CHICAGO
63 Mount Pleasant, LONDON, W. C., ENGLAND

ESTABLISHED 1830



"COES" MICRO-GROUND

TRADE-MARK REG. U. S. PAT. OFFICE.

Paper Knives

are just enough better to warrant inquiry if you do not already know about them.

"New Process" quality. New package.

"COES" warrant (that's different) better service and

No Price Advance!

In other words, our customers get the benefit of all improvements at no cost to them.

LORING COES & CO., Inc.
DEPARTMENT COES WRENCH CO.
WORCESTER, MASSACHUSETTS.

NEW YORK OFFICE—W. E. ROBBINS, 29 Murray Street
Phone, 6866 Barclay

TORONTO TYPE FOUNDRY COMPANY, Toronto, Montreal, Winnipeg, Calgary and Regina
Sole Agents for Canada

COES RECORDS

First to use Micrometer in Knife work	1890
First to absolutely refuse to join the Trust	1893
First to use special steels for paper work	1894
First to use a special package	1901
First to print and sell by a "printed in figures" Price-list	1904
First to make first-class Knives, *any kind*	since 1830

COES is Always Best!

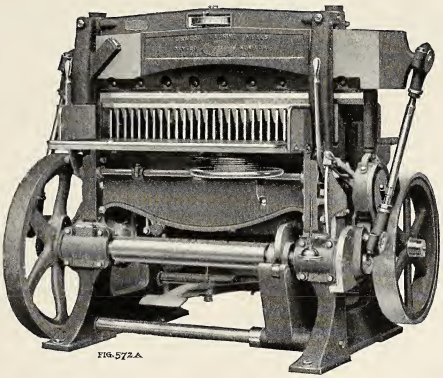


FIG. 572 A.

EASE

The Crux of OSWEGO AUTO Design

EASE OF CUTTING. The new double shearing knife passes its edge obliquely through the work. The automatic release of clamping pressure saves tons of lifting daily. The new long clamp dwell obviates tumbling piles.

EASE OF OPERATION. Two starting levers avoid back twist to the operator and a safety bolt of solid steel guards him automatically.

EASE OF CONTROL. The power goes first to the clamp and *second* to the knife, an exclusive economic advantage of the OSWEGO.

A new, modern plant conserves the uniform excellence of these fast new OSWEGO RAPID-PRODUCTION cutting machines. The OSWEGO AUTOS are guaranteed to produce all work with the accuracy of the Brown & Carver Hand Clamp cutter, EXCEPT at a speed beyond the capacity of any known operator.

OSWEGO MACHINE WORKS

NIEL GRAY, JR., Proprietor

OSWEGO, NEW YORK, U. S. A.

The only factory in the world which specializes exclusively on the manufacture of cutting machines.

OSWEGO

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO
636-704 Sherman Street

PITTSBURG
First Avenue and Ross Street

ST. LOUIS
514-516 Clark Avenue

KANSAS CITY
706 Baltimore Avenue

ATLANTA
40-42 Peters Street

INDIANAPOLIS
151-153 Kentucky Avenue

DALLAS
1306-1308 Patterson Avenue

MILWAUKEE
133-135 Michigan Street

MINNEAPOLIS
719-721 Fourth St., So.

DES MOINES
609-611 Chestnut Street

COLUMBUS
307 Mt. Vernon Avenue



Peerless Feathers in Our Cap

The names of the inkmakers on the feathers are representative inkmakers of the world. All use PEERLESS BLACK in their inks.

On request, we shall be pleased to send copies of testimonial letters from inkmakers who use PEERLESS. These letters are indisputable verification of the value of PEERLESS BLACK in making half-tone, litho and fine letterpress inks, as also for quick-drying inks that do not require slip-sheeting and work perfectly on fast-running presses.

THE PEERLESS CARBON BLACK CO.

PITTSBURGH, U. S. A.

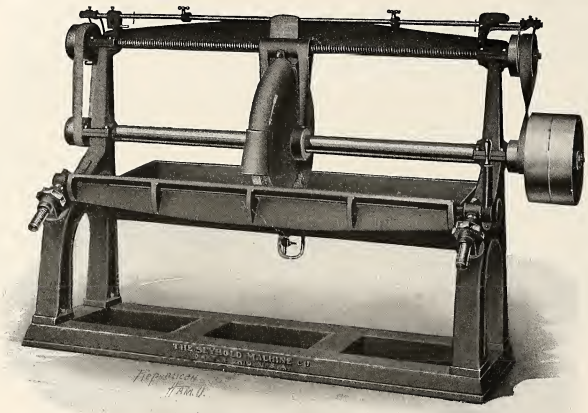
BINNEY & SMITH COMPANY—Sole Selling Agents

81-83 FULTON STREET, NEW YORK CITY

BRANCH OFFICES IN EUROPE:

63 Farringdon Street, London, E. C. Kaufmannshaus, 179 Hamburg. 90 Rue Amelot, Paris

THE "SEYBOLD" Automatic Knife Grinder



ANY user of cutting machines who grinds one or more knives a day will find the acquisition of a Seybold Automatic Knife Grinder a paying investment. This Grinder removes barely enough metal to put a keen edge on the knife. The saving on knives together with the saving in the cost of grinding are items of considerable importance, aside from the fact of its being a great convenience to grind your own knives. Complete specifications and full particulars gladly sent upon application.

THE SEYBOLD MACHINE COMPANY

Makers of Highest-Grade Machinery for Bookbinders, Printers, Lithographers, Paper-Mills, Paper-Houses, Paper-Box Makers, Textile Manufacturers, Sample-Card Houses, etc.

Embracing—Cutting Machines, in a great variety of styles and sizes, Book Trimmers, Die-Cutting Presses, Rotary Board Cutters, Table Shears, Corner Cutters, Knife Grinders, Book Compressors, Book Smashers, Standing Presses, Backing Machines, Bench Stampers; a complete line of Embossing Machines equipped with and without mechanical Inking and Feeding devices.

Home Office and Factory, DAYTON, OHIO, U. S. A.

BRANCHES: New York, 151 W. 26th Street; Chicago, 112-114 Harrison Street, New Rand-McNally Bldg.
AGENCIES: J. H. Schroeter & Bro., Atlanta, Ga.; J. L. Morrison & Co., Toronto, Ont.; Toronto Type Foundry Co., Ltd., Winnipeg, Man.; The Barnhart Type Foundry Co., 1102 Commerce St., Dallas, Tex.

PARTIAL ILLUSTRATION OF A

GROUP OF DEXTER JOBBERS AND DOUBLE SIXTEENS WITH AUTOMATIC FEEDERS

THE DEXTER JOBBING FOLDERS

are designed for the rapid production of Pamphlets, Catalogues and Books in signatures of 8s, 12s, 16s, 24s and 32s in right angle forms, or, in 8s, 16s, 24s or 32s, gang forms, two or more up or multiples thereof.

They are built in 6 sizes, ranging from 8½ x 11 inches to 19 x 25 inches up to 28 x 42 inches to 46 x 70 inches.



THE DEXTER DOUBLE SIXTEEN FOLDERS

are designed for the rapid production of Edition work and for long run Catalogue work. They turn out forms of Single-Sixteens, Double-Sixteens, Single-Thirty-twos, Double-Thirty-twos in right angle forms; also Double-Sixteens, Twenty-fours and Thirty-twos, two or more up.

If the runs of jobbing work are of sufficient length they can be done on the *Dexter Double Sixteen Folders* at half the cost.

DEXTER OR CROSS CONTINUOUS FEEDERS

will increase the output from 20 to 40 per cent over hand feeding, with practically no waste.

DEXTER FOLDER COMPANY

FOLDERS, CROSS CONTINUOUS FEEDERS, RE-LOADING FEEDERS, INSERTING, COVERING AND WIRE STITCHING MACHINES AND CUTTERS

NEW YORK
ATLANTA, GEORGIA

CHICAGO
SAN FRANCISCO

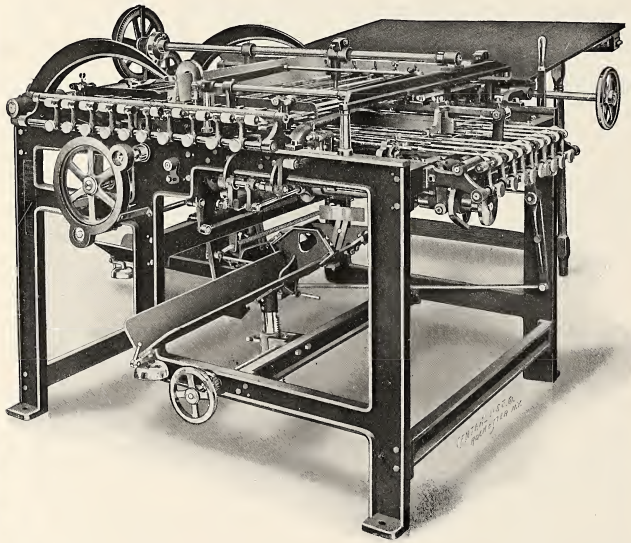
DEXTER

BOSTON
DALLAS, TEXAS

PHILADELPHIA
TORONTO, CANADA

No. 133
Book and Catalog Folder

Write for Details



MADE BY

Brown Folding Machine Company

Erie, Pa.

NEW YORK, 38 Park Row
ATLANTA, GA., J. H. Schroeter & Bro.

CHICAGO, 343 South Dearborn St.
DALLAS, TEXAS, 1102 Commerce St.

BRONZING MACHINES

for

Lithographers & Printers

Guaranteed in Every Respect

BRONZE POWDERS

We Do Repairing

SEND FOR CATALOGUE AND PRICES

Manufactured by

Robert Mayer & Co.

Suite 420, 200 Fifth Ave., New York

Factory: Hoboken, N. J.

Seattle San Francisco Boston



THE FRANKLIN COMPANY

DESIGNERS, ENGRAVERS & PLATES BY ALL PROCESSES ELECTROTYPERS, CATALOG AND BOOKLET PRINTERS

720-734 S. DEARBORN ST.

CHICAGO



Every Printer Should Send for this Free Book

"The Signal System in Modern Business"

It explains how your customers can adopt a standard color for each form, so that they can instantly locate a paper by its color.

It gives you a chance to be of real service to your clients and yourself. It will mean more and bigger orders, a better standing with the customer, a saving for him and better profits for you.

When you get a customer to use colored papers for his forms, he will want the same colors again for his future orders; and you, who introduced him to the always uniform 12 colors and white of Hammermill Bond, will stand the best chance of getting those orders.

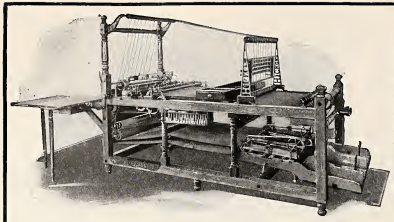
The more so, as quality and appearance of Hammermill Bond admirably adapt it for letterheads and permanent forms, while its strength and reasonable price permit its use for almost every kind of office and factory stationery.

Write for this free book. It furnishes you with definite selling arguments.

HAMMERMILL PAPER CO. - ERIE, PA.

HAMMERMILL BOND

Look for this Watermark



Style 9 Duplex O-A Automatic Striker Ruling Machine

THIS cut shows our Style 9, 2-beam O-A Automatic Striker Ruling Machine with Manifold Double-shaft Pen-underlift Device. With this machine the pens can be lifted or dropped from four or more distinct headlines at one feeding of the paper, often saving from 100% to 200% in time on complicated work.

The W. O. HICKOK MFG. CO.

Manufacturers of Book Binders' and Paper Rulers' Machinery

Established 1844.

HARRISBURG, PA., U. S. A.

MILLER & RICHARD, Sole Canadian Agents.

JAMES WHITE PAPER CO.



Trade-mark
Registered U. S. Patent Office.

BOOK AND COVER PAPERS

219 W. MONROE STREET CHICAGO

Talbot's Composition Truck Rollers

For Gordon Presses Means Larger Life to the Press, Also More and Better Work

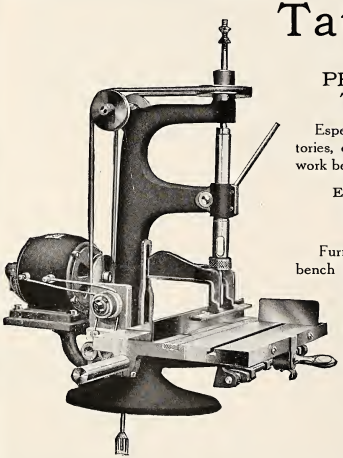


Save their cost in a few months. Prevent wear on tracks. Improve quality of work, as form is inked correctly without slurring. Make press run noiseless. *If you can not buy from your dealer send direct to us.*

J. W. TALBOT 401-405 South Clinton Street, CHICAGO

Tatum Paper Drill

(Patent applied for)



PERFECT HOLES THROUGH TWO INCHES OF PAPER

Especially adapted for railroad tariffs, telephone directories, order blanks, calendars and other excessively thick work beyond the capacity of an ordinary punching machine.

EQUIPPED WITH ADJUSTABLE TABLE
HOLLOW DRILLS (which avoid choking)
AND FOOT CLAMP

Furnished either for belt drive or with motor, and as bench machine or with floor stand complete. Write for descriptive circular and for our new catalogue No. 30-A, showing a complete line of paper drills, punches and perforators.

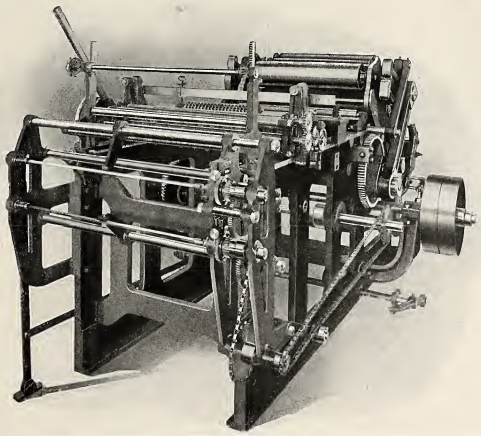
THE SAM'L C. TATUM CO.

Main Office and Factory:
CINCINNATI
OHIO

New York Office:
180 Fulton Street
NEW YORK

Makers of "The Line of True Merit"

STICK TO US—IF YOU WANT TO PRINT ON GUMMED LABELS OR TAPE, EITHER DELIVERED FLAT, CUT TO SIZE, OR REWOUND IN THE ROLL.



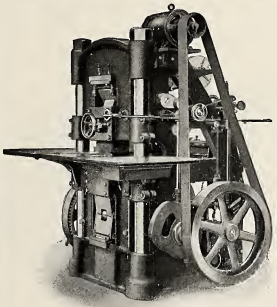
KIDDER PRESS CO.

DOVER, N. H.

NEW YORK OFFICE:
261 BROADWAY
GIBBS-BROWER CO.
AGENTS

CANADIAN OFFICE:
THE J. L. MORRISON CO.
TORONTO

Carver Automatic Die and Plate Presses



Size 6 x 10 inches.

Are noted for their excellence and economy of production, durability of construction and pronounced by the users as the BEST.

Our Company controls the manufacture and sale of the Demery Apparatus for steelplate work.

Manufactured in the following sizes:

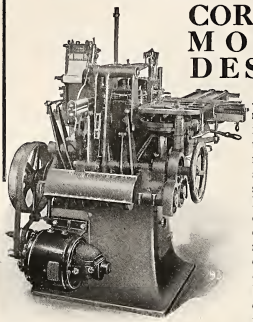
6 x 10 in. 4½ x 9 in.
3½ x 8 in. 2½ x 8 in.
2½ x 4 in.

C. R. Carver Company N. W. Cor. Twentieth and Clearfield Streets PHILADELPHIA, PA.

CANADIAN AGENTS: MILLER & RICHARD, Toronto and Winnipeg.
EXPORT AGENT, EXCEPT CANADA: PARSONS TRADING CO., Sydney, Mexico City and New York.
SOUTHERN AGENTS: J. H. SCHROETER & BRO., Atlanta, Ga.

Robbins & Myers Motors

CORRECT MOTOR DESIGN



A powerful manufacturing organization specializing on small and moderate size motors, long experience in the choice of motor and controller for each particular kind of machine — these form the basis for the splendid service we are able to offer the printing trade. Forget the cost of power and of the installation; consider the increase in your output only.

The Robbins & Myers Co.

Main Offices and Factory:
SPRINGFIELD, OHIO
BRANCHES AND AGENCIES IN ALL IMPORTANT CITIES

Are You Alive

To the great saving that you will effect through the use of the

"Ideal" Guaranteed Non-Curling Gummed Paper

This Registered Label Means Just What It States

GUARANTEED
FLAT FLAT
GUMMED PAPER

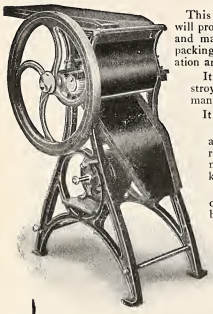
Appears Only on "IDEAL" Brands

Our gummed paper is made for all climates and building temperatures. Can be handled in wet as well as dry weather. Made in various colors and weights.

A sample-book showing the complete line mailed on request.

Ideal Coated Paper Co.
BROOKFIELD, MASS.
New York: 150 Nassau St. **Chicago: 452 Monadnock Bldg.**

Get More Money for Your Waste Paper



This Paper-Macerating-Machine will properly prepare your waste paper and make it an excellent article for packing purposes. It is simple in operation and the price is reasonable.

It is a reliable machine for destroying railroad and other tickets, manuscripts, waste paper, etc.

It saves the paper stock.

Made in four sizes to meet all requirements, and have recently added several improvements for the protection of knives, gears, etc.

This destroyer is now a recognized necessity and should be in every auditor's office.

Send for descriptive circular.

Our other specialties are

Card Local Ticket Presses.
Card-Cutting Machines, both hand-fed and automatic.
Ticket-Counting Machines and Ticket-Tying Machines.

WE MAKE NUMBERING WHEELS RUNNING BACKWARDS

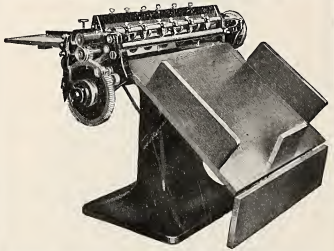
Write and state your requirements

Blomfeldt & Rapp Company
108 N. Jefferson Street **Chicago, Ill.**

Use Your Thinker

Some Actual Facts Worth Thinking About

The Universal-Peerless Rotary Perforator is in use in every land throughout the world; therefore the following facts:



BURTON PERFORATORS ARE PERFORATING APPROXIMATELY

10,000,000 sheets per day,
40,000,000 square feet per day,
12,000,000,000 square feet in a year,
4,000 miles of paper per day, or
1,200,000 miles per year,
20,000 reams per day,
20,000 sheets per minute, or
333 sheets per second.

Catalogues on Application. Sold by all Dealers

MANUFACTURED BY

A. G. BURTON'S SON
118 to 124 So. Clinton St., CHICAGO, ILL., U. S. A.

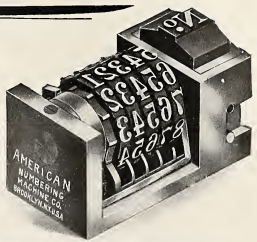
A PERFECT MACHINE of the very highest grade possible. Steel throughout. Every machine tested in a printing-press and guaranteed accurate.

Price, 5 Wheels $5.00 Price, 6 Wheels $6.00

For sale by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

224 & 226 Shepherd Ave., Brooklyn, N. Y. 119 W. Madison St., Chicago, Ill.
2 Cooper Street, Manchester, England



AMERICAN MODEL 30

BECAUSE we will never quote prices to a *user* of printing, you do not find us asking for your business and competing with you for it at the same time. The quality of our work and the economies effected enable *you* to compete successfully with any one.

Write us to-day for samples

Western States Envelope Co.

Independent Manufacturers of "Sure Stick" Envelopes for Printers and Lithographers

Milwaukee

FOR every conceivable purpose that Gummed Paper is used, printers are going to earn more money by using

NON-CURLING GUMMED PAPERS

We know how to make them, and all our paper will be found to lie flat.

We can supply in rolls or sheets.

Samuel Jones & Co.

WAVERLY PARK, N. J. Established in England in 1811

Dennison's

STANDARD ALL ROPE "P" QUALITY TAGS

ARE THE STRONGEST TAGS ON THE MARKET

Read on the Tag below what the railroad men have to say in this connection

RULES OF THE WESTERN CLASSIFICATION COMMITTEE

ADOPTED BY THE SOUTHERN CLASSIFICATION COMMITTEE

DENNISON'S P STANDARD

"Tags must be made of metal, leather, cloth or rope stock or sulphite fibre tag board, sufficiently strong and durable to withstand the wear and tear incident to transportation.

Tags used to mark wooden pieces or wooden containers must be fastened at all corners and center with large-headed tacks or tag fasteners; or

Tags may be tied to wooden pieces when the freight would be injured by the use of tacks or tag fasteners.

Tags tied to bags, bales, bundles or pieces must be securely attached by strong cord or wire, except that when tied to bundles or pieces of metal they must be securely attached by strong wire or strong tarred cord."

If you wish samples of these tags printed with the freight classification rules for distribution among your customers, write Department S at the nearest Dennison store

Remember, too, that there is more profit in better tags

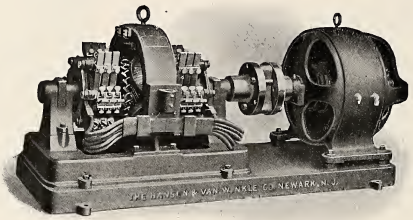
Dennison Manufacturing Co.

THE TAG MAKERS

BOSTON NEW YORK PHILADELPHIA CHICAGO ST. LOUIS LONDON BERLIN BUENOS AIRES

THE HEART OF THE ELECTROTYPING PLANT IS THE GENERATOR

Rapid
Depositing
Self
Exciting
Or
Separately
Excited



High
Commercial
And
Electrical
Efficiency
Low
Temperature
Rise

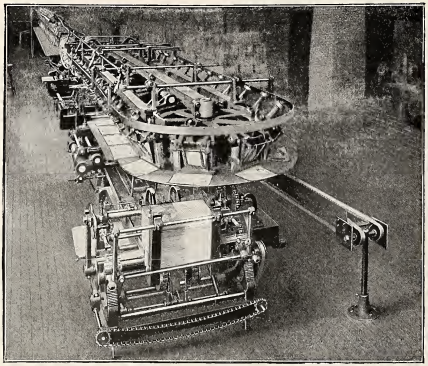
Motor Generator Sets, Belt Driven Generators, Depositing Tanks, Copper or Nickel Elliptic Anodes

BUY FROM THE MANUFACTURER

The Hanson & Van Winkle Company

NEWARK, N. J., U. S. A. BRANCHES: Chicago, Ill.; New York City; Toronto, Ont.

Bring your depositing troubles to us; we will gladly advise you.



The Juengst Gatherer Wireless Binder

Upon this combination a gathered, stitched and covered book can be produced.

ALSO

a gathered and wireless bound book. Both at the rate of 3,000 books per hour.

We are prepared to furnish both combinations. Descriptive booklet upon request.

GEO. JUENGST & SONS, Croton Falls, New York

WE HAVE NO AGENTS

It Will Increase Production



The Calculagraph

in any printing-plant has a great moral effect. When it becomes known that its record of *elapsed time* will show infallibly the productive efficiency of piece-workers, as well as day-workers, there is an immediate increase of activity and a larger product from the use of expensive machinery is the result. The Calculagraph makes no mistakes.

Ask for booklet; it's free.

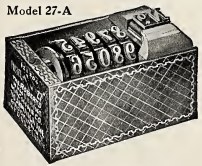
CALCULAGRAPH COMPANY
1460 Jewelers Building, New York City

Roberts Numbering Machine Company

Successor to THE BATES MACHINE CO.

696-710 Jamaica Avenue, Brooklyn, N. Y.

Model 27-A



№ 12345
Facsimile Impression
Size 1½ x ⅛ inches.

For General Job Work

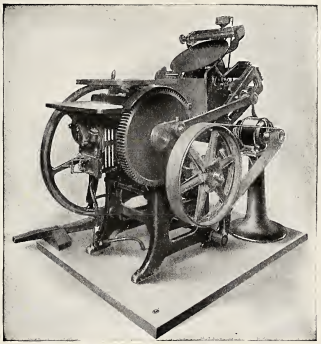
- Absolutely Accurate
- Fully Guaranteed
- Side Plates Without Screws
- Always in Stock
- Five Figure-Wheels

ROBERTS' MACHINES

UNEQUALLED RESULTS
MAXIMUM ECONOMY
No Screws
To Number Either Forward or Backward



View showing parts detached for cleaning



Small Westinghouse Motor Driving Job Press

Exactly the right

Westinghouse Motor

can be supplied to drive each machine used by printers, binders and engravers

The great reliability and high efficiency of these motors enables their user to turn out the maximum amount of work at minimum operating and maintenance expense.

Their design is the result of long and careful study of the operating conditions, so that they are thoroughly satisfactory in service.

Full information on request.

Westinghouse Electric & Mfg. Company
East Pittsburgh, Pa.

Sales Offices in 45 American Cities



Small Westinghouse Motors Driving Stitchers



Consider These Strong Points Before You Act—

Our lead-moulded plates are equal to the original in quality, and with our nickel-steel shell are guaranteed against wear.

OUR LEAD-MOULDING PROCESS

is the one dependable method of obtaining perfect reproductions and quick service.

Our process of Lead Moulding and of depositing the shell on the mould without the aid of graphite, and other methods used on wax-moulded plates, enables us to guarantee exact duplication without loss of detail. Perfect reproductions and perfect register are obtained, because lead takes an exact mould and is not affected by varying temperature, and after moulding undergoes no other operation until it is placed in the solution.

Users who appreciate high-class work praise the efficiency of our Lead-Moulded Plates. If you have a high-class job in mind, let us submit samples of work both by plate and printed results.

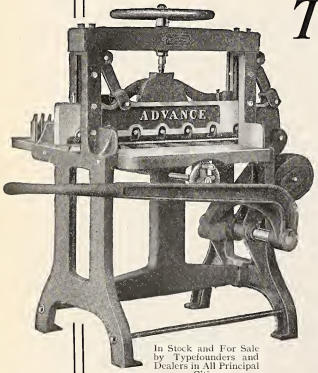
OUR ENTIRE PLANT IS FULLY EQUIPPED

with new and modern machinery, and in the hands of expert workmen. We are capable of handling your work with absolute satisfaction.

Phone Franklin 2264. Automatic 53753. We will call for your business

AMERICAN ELECTROTYPE CO.

24-30 South Clinton Street,
CHICAGO



In Stock and For Sale by Typefounders and Dealers in All Principal Cities.

The ADVANCE

"The Unmatched Lever Cutter of the World"

WHY? Because that test of all tests — day-in-and-day-out service—has conclusively proven the ADVANCE is the strongest, most accurate, most durable, and *easiest-cutting* lever paper cutter built.

If the ADVANCE is not the efficient machine we claim it to be, why are there *twenty* ADVANCE LEVER CUTTERS used to every one of other makes? Why is it that ADVANCE users are *always* satisfied, and why do they pass the good word "Advance" on to their friends, urging them to join the Advance fold?

These questions are saturated with a significance that you can not ignore. Let us mail you our new paper cutter catalogue, which gives full details of construction.

Meet us at the New York Show, Grand Central Palace, April 18 to 25, 1914. We will exhibit.

The Challenge Machinery Co.

Chicago Salesroom:
124 So. Fifth Ave.

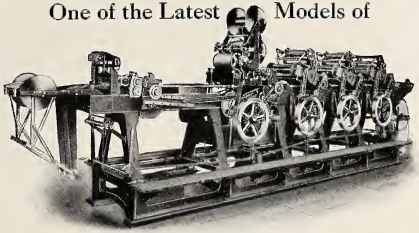
Grand Haven, Mich.

BETTER THAN EVER

One of the Latest Models of

NEW ERA PRESSES

The Press That Makes Job Printing Profitable



This press has standard sections to print three colors on the face and one on the back of the stock and slitters, punch head and rewind.

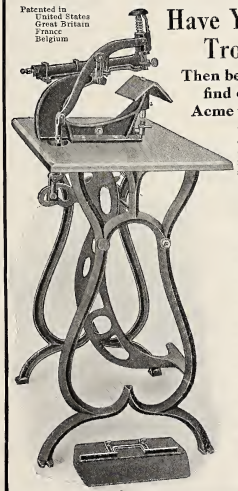
¶ The New Era is a roll-fed, high-speed, flat-bed and platen press, *built* in *sections*. Assembled *as desired* to print *one* or *more* colors on *one* or *both* sides of the paper, cloth or cardboard; also slit, punch, perforate, cut, score, reinforce and eyelet tags, fold, etc., all in one passage through the press. Suitable for long or short runs. Just the machine for fine colorwork and specialties. Ask for literature and send us *to-day* samples of your multicolor or difficult operation work and let us show you how *economically* they can be produced on the New Era *Multi-Process* Press.

BUILT BY **THE REGINA COMPANY**

Manufacturers of High-Grade Specialties

217 Marbridge Building, 47 West 34th Street NEW YORK CITY

Patented in
United States
Great Britain
France
Belgium



Have You Staple Troubles?

Then be cost-wise and find out what the Acme will do for you

Your success in keeping down cost of production depends largely upon machine efficiency—and the Acme answers the call.

The Acme Binder No. 6

has stood the test alongside all legitimate competition, and wherever known its product is conceded the *very highest quality*.

A good stapling machine helps to secure business and, better still, to keep it. The Acme is for sale by printers' supply houses throughout the United States.

The Acme Staple Machine Co., Ltd.

112 North Ninth Street, Camden, N. J.

Progress Typewriter Supply Co., Ltd., London, England, European Agent

You Should Investigate These Two Propositions

Printers, Lithographers, Electrotypers, Engravers and Paper Houses throughout the United States are equipping their plants with these *protective devices*

The can with a metal to metal NON-LEAKABLE VALVE

For GASOLINE, BENZINE, KEROSENE, TURPENTINE, NAPHTHA, ALCOHOL.

Air-tight, Fire-proof, Non-leakable, and simple and practical in application.

Special Funnel not required

Use ordinary funnel, which is held firmly in place while filling. Cap closes automatically when funnel is withdrawn.

Approved by the National Board of Fire Underwriters





JUSTRITE

Oily Waste Can

Opens with the foot—closes automatically, absolutely safe, saves time.

Both cans approved and bear the Underwriters' label.

Circular and Prices on Request

Justrite Mfg. Co.

Van Buren and Clinton Streets
Chicago, U. S. A.

Electro FREE to Printers

SEE DETAILS

OLD COUNCIL TREE BOND



No. 1021—Size 3¼ in. wide by 1⅝ in. high.

Ask for Sample Book and information regarding our special advertising matter furnished to printers using *Old Council Tree Bond.*

Details of Free Electro Offer

Until our supply is gone we will send this electro to any printer who advises us on his letterhead whether or not he has *Old Council Tree Bond* in stock and sends 12c to cover clerical work and postage. Order now by number (1021.) Similar offers will follow. Watch for them.

Neenah Paper Company, Neenah, Wisconsin

Blomgren Bros. & Co.

Established 1875

Designers
Engravers
Electrotypers
Nickeltypers

512 Sherman Street
Chicago

BOOK MEN

As well as all others interested in printing and allied industries, will congregate in Leipzig, Germany, from May to October, 1914, for the International Exhibition of Graphic Arts. It will be the greatest convention of the kind ever held. You, of course, will attend, and it is important that you engage your steamship transportation early.

NORTH GERMAN LLOYD

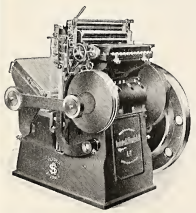
Is the direct route to Germany. Its cuisine is world-famous, its service unexcelled, with three sailing days a week by Express and Fast Mail steamers to

LONDON-PARIS-BREMEN

You can make your trip doubly interesting by visiting Southern Europe and sailing from Genoa or Naples on one of the splendid Mediterranean steamers of the North German Lloyd.

For additional information address
Oelrichs & Co., Gen. Agts.
5 Broadway, N. Y.
OR LOCAL AGENTS





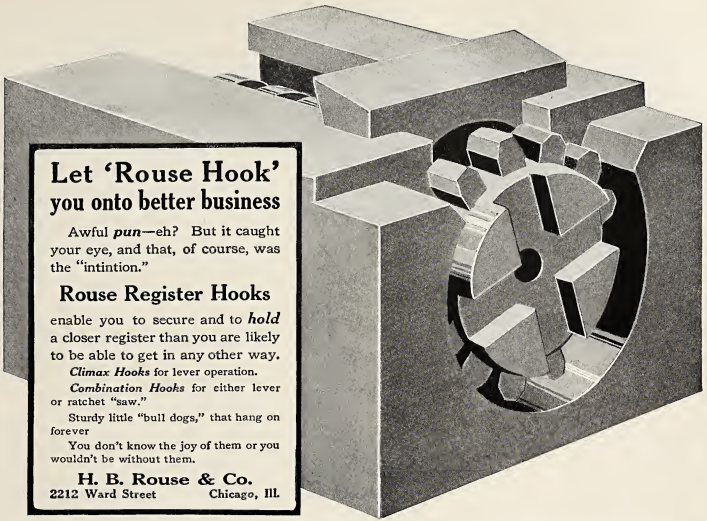
A GOOD PRINTER INSISTS ON A QUALITY PRESS

If you want to convince yourself that the "Victoria" is 25% to 50% superior to any other make, write for particulars.

The "Victoria" Press is the leader since 1887.

VICTORIA PRESS MFG. COMPANY

FRANK NOSSEL — 38 PARK ROW, NEW YORK



Let 'Rouse Hook' you onto better business

Awful ***pun***—eh? But it caught your eye, and that, of course, was the "intintion."

Rouse Register Hooks

enable you to secure and to ***hold*** a closer register than you are likely to be able to get in any other way.

Climax Hooks for lever operation.

Combination Hooks for either lever or ratchet "saw."

Sturdy little "bull dogs," that hang on forever

You don't know the joy of them or you wouldn't be without them.

H. B. Rouse & Co.
2212 Ward Street Chicago, Ill.

Operators Like Bostons

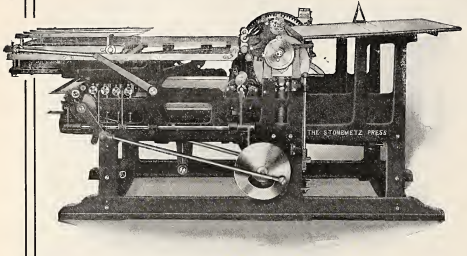
GO INTO the bindery equipped with several makes of wire stitchers and you will find Bostons ALWAYS in operation, stitching high grade catalogue and booklet work with fine wire—rapidly, exquisitely. Talk with the operators and they will tell you WHY the Bostons are favorites—WHY they prefer them to all other stitchers. The foreman will always extol Boston merit, productivity and efficiency. Let us show you

American Type Founders Co.

Set in Antique Shaded Floral Decorator Grecian Shaded Border

Stonemetz
Two-Revolution

Reducing Cost of Production



THE only true way to reduce cost is to equip with machinery that will increase the output. In this connection the STONEMETZ TWO-REVOLUTION PRESS is little short of marvelous in its demonstrated ability to print one thousand or one million impressions at the very lowest limit of cost. It has a speed equal to the skill of the most expert feeder. It has the impressional strength and bottom and reserve of power to maintain this speed with any form and without jar or vibration.

The STONEMETZ will stand up rigidly under an impression test of fifteen hundred pounds pressure to the square inch. It will register perfectly, has an unfailing sheet delivery and splendid ink distribution. It will print thousands of impressions from a delicate half-tone without the slightest perceptible effect upon either the engraving or the printing. Remember that the STONEMETZ is the latest two-revolution press designed by any builder, and that in its construction and equipment it represents the ripe experience of a quarter of a century applied to the needs of the present time and the immediate future.

Let us send you particulars, samples of work, etc. Your name on a postal will bring 'em.

Sold and Guaranteed by Typefounders and Dealers in all Principal Cities

The Challenge Machinery Company *Grand Haven, Michigan*
Chicago Salesroom, 124 Fifth Ave.

Dinse, Page & Company

Electrotypes
Nickeltypes
AND
Stereotypes

725-733 S. LA SALLE ST.
CHICAGO, ILLINOIS

TELEPHONE, HARRISON 7185

Inks That Are Used in Every Country Where Printing is Done

KAST & EHINGER
GERMANY

Manufacturing Agents for the United States, Canada, Cuba and Mexico

Charles Hellmuth

PRINTING AND LITHOGRAPHIC

INKS

DRY COLORS, VARNISHES

SPECIAL OFFSET INKS

NEW YORK
154-6-8 West 18th Street
Hellmuth Bldg.

CHICAGO
536-8 South Clark Street
Rand-McNally Bldg.

The World's Standard *Three and Four Color Process Inks.* Gold Ink worthy of the name.

Originators of Solvine. Bi-Tones that work clean to the last sheet.

Buckled, Crinkled

and other deformed stitches are not born of

Brehmer Stitching Machines

Brehmer Stitchers are the parents of only a clean, straight, and accurately centered stitch.

With Such Simple Mechanism—How Could They Be Otherwise?

Let us tell you wherein they are the most economical to maintain.

CHARLES BECK CO.

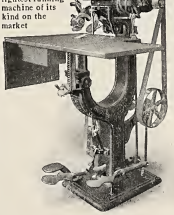
609 Chestnut Street, Philadelphia

HOOLE MACHINE & ENGRAVING WORKS

29-33 Prospect Street **111 Washington Street**

BROOKLYN, N. Y.

The "IMPROVED CHAMPION" Paging and Numbering Machine is the fastest simplest and lightest running machine of its kind on the market

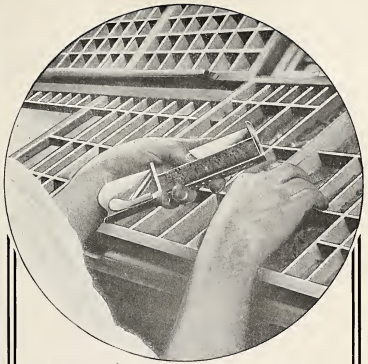


"HOOLE" Paging and Numbering Machine

Foot Power
Electric Power
Steam Power

Manufacturers of

End Name, Numbering, Paging and Bookbinders' Machinery and Finishing Tools of all kinds



The Hand at the Case and the Brain Behind It

There are two kinds of printers — one is a human Linotype, who automatically works his life out; the other is a thinking printer, who puts brains behind his work, whether it is at the case or the press. The latter seeks in every way to increase his earning power, and thus assure himself of comfort when the days of work are past.

Commercial printing is to-day one of the most important branches of advertising, and as there is more money invested in advertising by the commercial world than any other feature of business development, the importance of a printer's position is readily understood.

It can be truthfully said to-day that advertising is almost an exact science. Of course, a man can not be given original thought, but he can be taught the fundamental principles of advertising, such as writing, selection of mediums, analysis of products and the general essentials of a successful sales campaign.

Investigation in the advertising world proves that more successful advertising men have been recruited from the print-shop than from any other source. This goes to show that there is an opportunity for every printer to use his printing ability as a stepping-stone to higher things in the advertising world.

The International Correspondence Schools, of Scranton, Pa., rank among the largest advertisers in this country. They are credited with being the most successful advertisers in this country. They operate one of the largest, if not the largest, printing plants in the world, and consequently understand the printer's needs, and what he requires to become more successful.

With twenty years' experience as a basis, they have prepared an Advertising Course covering every fundamental feature of advertising, including Type Display, Copy-writing, Follow-up Systems, Managing Advertising Appropriations, Illustrating, Mediums, Catalogue and Booklet Writing, each subject being treated by an expert.

To learn more about the I. C. S. Course of Advertising, fill in and mail the attached coupon

International Correspondence Schools
Box 1207, Scranton, Pa.

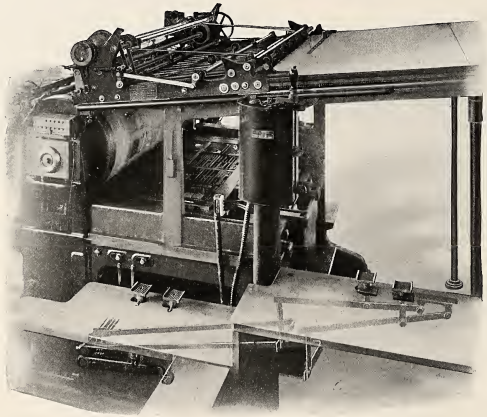
Please send, without obligation to me, specimen pages and complete description of your new and complete Advertising Course.

Name _____

St. and No. _____

City _____ *State* _____

The Hardie Semi-Automatic Press Feeder



The Hardie Semi-Automatic Feeder gives the following Results:

Register .	100 per cent accurate.
Production	20 per cent increase.
Waste .	Reduced to minimum.
Labor .	Work of feeder made easier.
Time .	20 per cent gain on Feeder, Pressman and Press.
Overruns .	Eliminated, so far as providing against waste.
Estimating	Much more accurate.
Colorwork	Made perfectly simple.

In asking for quotations give make and size of press. Complete instructions given for installation and use.

SEND FOR CATALOGUE—MENTION INLAND PRINTER

HOBBS MANUFACTURING COMPANY

WORCESTER, MASS., U. S. A.

HUMANA

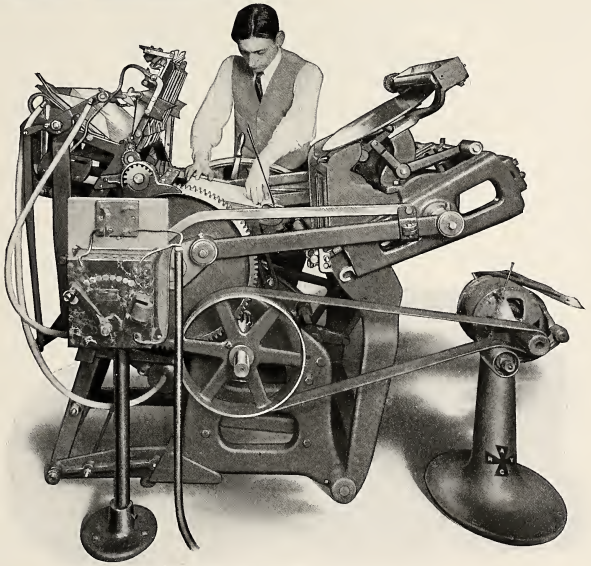
(THE GUARANTEED AUTOMATIC FEED FOR PLATEN PRESSES)

The "HUMANA" is the only automatic machine or press that will feed to a hair-line register the full range of commercial printing, including paper and cardboard (all weights and surfaces), envelopes (made up and blanks), tags, blotters, box cartoons, pamphlets, index cards, etc., with a minimum spoilage.

Two "HUMANAS" attached to job presses will produce more work at a less operative cost for each dollar invested than any other automatic flat-bed press ever invented.

Try one for awhile, gratis. If you like it you can purchase on terms entirely satisfactory to you.

GUARANTEED



GUARANTEED

A platen press HUMANIZED (showing make-ready)

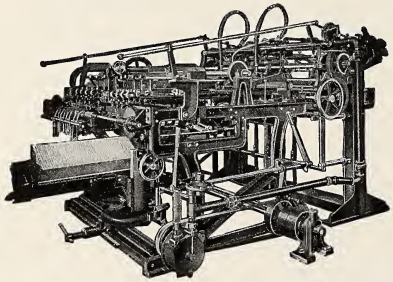
Requires less than 50 per cent of the operator's time. (Any boy or girl can operate the HUMANA.) More than 450 HUMANAS sold and in actual operation. Two sizes, 10x15 and 12x18.

SEND FOR TESTIMONIALS AND LIST OF USERS. ALSO CIRCULARS AND SAMPLES OF WORK.

Manufactured and GUARANTEED by **HUMANA COMPANY** Office and Salesroom: Clinton and Beaver Sts. Newark, N. J.

NEW YORK CHICAGO PHILADELPHIA ST. LOUIS BUFFALO BOSTON ATLANTA CINCINNATI

THE CHAMBERS
Paper Folding Machines



No. 440 Drop-Roll Jobber has range from 35 x 48 to 14 x 21 inches.

Delivers five different styles of fold. Has gear-driven head perforators.
Equipped with combing-wheel automatic feeder or with hand-feed table.

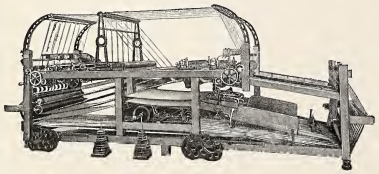
CHAMBERS BROTHERS CO.

Fifty-second and Media Streets, Philadelphia, Pa.

Chicago Office: 549 West Washington Boulevard

MILLER & RICHARD, Canadian Agents, 7 Jordan Street, Toronto.

This Low-Deck, Two-Side Ruling Machine



is for both striking and feint-line—can be changed from striker to feint-liner quickly—a most complete proposition.

Note illustration showing details of construction.

Unlike others, any make self-feeder can be attached.

Write for our new illustrated catalogue and price-list.

F. E. AND B. A. DEWEY

SPRINGFIELD, MASS.

That Street Car Illustration on page 840 is a good example of Color Printing

ROYAL ELECTROTYPES

are continually being used on this practical kind of work by color printers who have discarded the habit of guessing on the amount of value received in printing-plates. The value of Royal-made plates is fixed at 100% by the standard established for The Curtis Publishing Co. and many other Royal customers.

Read the Royal Address to Your Stenographer

ROYAL ELECTROTYPE COMPANY

Electrotypers to the Elect

616 SANSOM STREET - - PHILADELPHIA

WHEN YOU BUY A TYPECASTER MAKE THEM GUARANTEE IT

Insist on a Guarantee—

1. That it is the fastest typecaster on the market.
2. That the quality—accuracy, hardness and weight—is equal to foundry type.
3. That it can cast more pounds of type per day than any machine on the market.
4. That changes to cast the various sizes of type can be made quicker than on any other machine.
5. That it can cast type in all sizes from 5 to 48 point.
6. That their matrices can be used interchangeably with Linotype and Compositype matrices.
7. That type made in their machine from any make of matrix requires no dressing or finishing in another mechanism.
8. That the various faces and sizes of type can be differently nicked.
9. That the alignment of the type can be made standard or varied to suit your convenience.
10. That they will make any font of matrices for $20.
11. That they will rent any of their fonts of matrices to you for $2 for an unlimited time.
12. That their machine, complete to cast type, low quads and spaces, in *eleven* sizes, including motor, tools, etc., costs no more than $1,500.

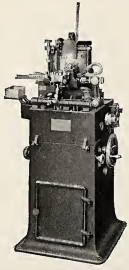
WE'LL MAKE THIS GUARANTEE AND BACK IT UP



Write for Rental or Trial Proposition

THOMPSON TYPE MACHINE COMPANY

624-632 SOUTH SHERMAN STREET
CHICAGO, ILL.
Mergenthaler Linotype Co., Selling Agents



PRINTING
DESIGNING
ENGRAVING

The GREEN-LUCAS Co.
ADVERTISING ANYWHERE

OFFICES and PLANT 21 West Fayette St. RIDDLEMOSER BLDG.

B A L T I M O R E

February 9, 1914

Eagle Printing Ink Co.,
24 Cliff St.,
New York, N. Y.

Gentlemen:-

It will probably interest you to know that we have been highly pleased with the results obtained through the use of your "Blackstone Black", and as we look back on the past year, we feel as though we owe you a word of praise in its behalf.

In addition to "Blackstone" being a good solid black, we know it has saved us from slip sheeting on many jobs, as it can invariably be run on jobs where the paper has a minimum of electricity without offset, something which we have not been able to do with other inks.

Another point in favor of "Blackstone" is the fact that when we strike paper where the coating is weak, we never have to reduce the body of the ink. A point which makes it uniformly satisfactory.

Complimenting you and wishing you continued success, we are

Yours very truly,

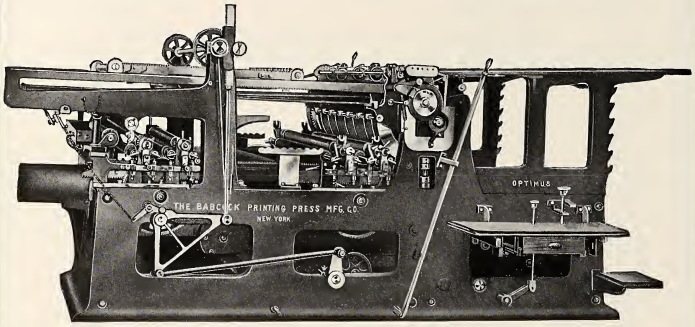
THE GREEN-LUCAS COMPANY.

Howard C. Winter
Supt.

Met us at New York Show
Grand Central Palace
April 18-25 1914

HCW/RE

What the Babcock Optimus Spells for the Printer



Bed support unequaled and never failing.

Accurate register under all circumstances.

Bed motion that is the finest application of power ever built into a printing-press.

Crank action in stopping and starting the bed.

Old machines reverse as easily as new.

Cylinder lift that is the only perfect mechanism invented for the purpose.

Keen competition easily met.

Only press with a perfectly satisfactory

Printed-side-up front delivery.

The exactness of the press allows of runs of three quarters of a million with the plates still good.

Is capable of producing more fine work, and making more money than any other two-revolution.

Makes possible

Unqualified

Success.

SEE THE OPTIMUS AT WORK

OUR BEST ADVERTISEMENTS ARE NOT PRINTED—THEY PRINT

The Babcock Printing Press Manufacturing Co.

NEW LONDON, CONN. 38 PARK ROW, NEW YORK CITY

Barnhart Bros. & Spindler
General Western Agents,
Chicago, Illinois

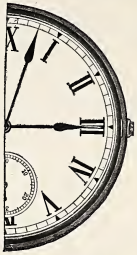
Miller & Richard
General Agents for Canada,
Toronto, Ontario, and Winnipeg, Manitoba

John Haddon & Co., Agents, London, E. C.



CUTS THE TIME IN HALF

WHEN SPEED IS REQUIRED

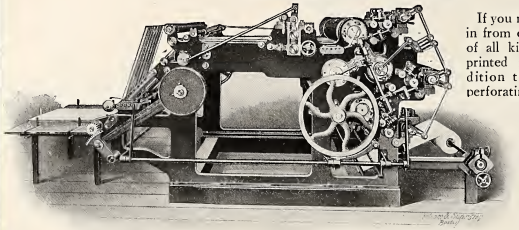


IS EQUALLY GOOD

WHEN SPEED IS NOT REQUIRED

IT IS A GOOD QUICK DRYING HALF-TONE BLACK INK.

Meisel
Automatic Printing Machinery
Leads the World



This cut illustrates one of our high-speed Three-Color Rotaries

If you manufacture labels, printed in from one to four colors, tickets of all kinds, wrappers and other printed matter requiring, in addition to printing, numbering, perforating both ways, punching, slitting, cutting to length, rewinding, collating, counting, removing counted packages, and other operations, automatically produced in one operation, ready for delivery, it will be for your interest to ask us for particulars regarding machines producing such wonderful results. Send samples and daily output required with your inquiry so we can select the machine best suited, whether a rotary or automatic bed and platen. We have a large number of both kinds and sizes.

Meisel Press Manufacturing Co., 944 to 948 Dorchester Ave. **Boston, Mass.**

If it's ENGRAVED or EMBOSSED
"WE DO IT"

IT is not too early to prepare for the spring rush. You will have calls every day for

School Announcements
Wedding Invitations
Dance Programs
Menus
Club Invitations
Monogram Stationery
Cards and Other Social Forms

SEND YOUR ORDERS TO US. We will fill them quickly (no investment on your part). Shipped to you for delivery, and you will make a nice profit.

WM. FREUND & SONS

EST. 1863 INC. 1893

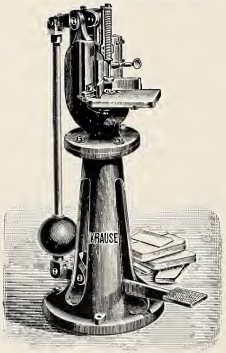
Steel Die Embossers

Steel and Copper Plate
Engravers and Printers

16 to 20 Randolph St., CHICAGO

"KRAUSE"
Round-Cornering Machines

For Power, Treadle, Hand; Shear Cut
Always Sharp, Always in Stock

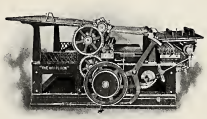


Write for Samples and Particulars

Sole American Agents:

H. HINZE MACHINERY CO., Tribune Bldg. **New York**

The WHITLOCK PONY



Front Fly Delivery

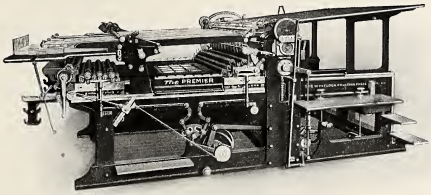


Printed-side-up Delivery

BUILT IN SIZES 22x28, 27x31 AND 28x40

Runs from 10% to 25% faster than any other pony press. Simpler, smoother running, with as perfect register, as rigid impression, as thorough (mainly more thorough) distribution, as enduring, and (most important of all) more productive in every way on all classes of work than any other pony.

The PREMIER



BUILT IN SIZES 28x41, 33x45, 36x48, 41x52, 43x56, 45x62 AND 47x66

THE BEST OF ALL TWO-REVOLUTION PRESSES

In whose design are incorporated every correct, successful and meritorious feature and device possessed — here one, there the other — among all the other makes of Two-Revolution presses.
Bed Drive, Impression, Distribution, Delivery and its other functions are unapproachably superior. They unitedly contribute to a printing product of the highest quality in the greatest quantity at the very lowest cost of production.

THE PREMIER — THE WHITLOCK PONY

are the BEST of ALL the Two-Revolution Presses

Let us tell you about them!

AGENCIES

Chicago, St. Louis, Cleveland, Cincinnati, Detroit, Minneapolis, Kansas City, Denver, Los Angeles, San Francisco, Spokane, Seattle, Dallas, Portland, Vancouver — AMERICAN TYPE FOUNDERS CO.
Atlanta, Ga. — Messrs. J. H. SCHROETER & BRO., 133 Central Ave.
Toronto, Ont. — Messrs. MANTON BROS., 105 Elizabeth St., Canada West.
Montreal, P. Q. — GEO. M. STEWART, 52 McGill St., Canada East.
Halifax, N. S. — PRINTERS' SUPPLIES, Ltd., 27 Bedford Row, Maritime Provinces.
Melbourne and Sydney, Australia — ALEX. COWAN & SONS, Ltd., Australasia.

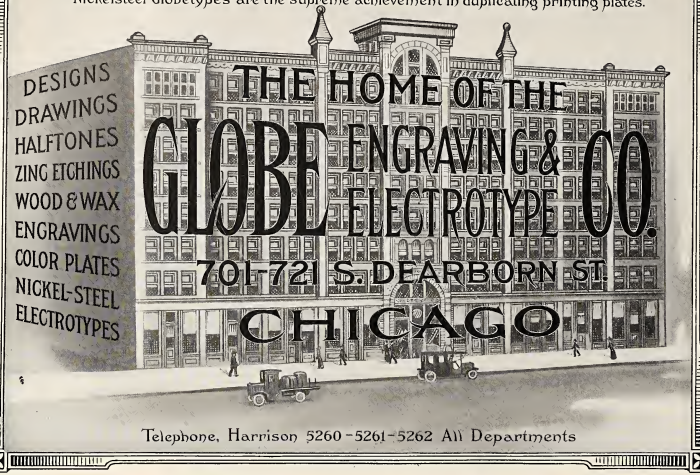
The WHITLOCK PRINTING-PRESS MANUFACTURING COMPANY

DERBY, CONN.

NEW YORK, 23d Street and Broadway
Fuller (Flatiron) Building

BOSTON, 510 Weld Building, 176 Federal Street

"Globetypes" are machine etched halftones and electros from halftones by an exclusive process
Nickelsteel "Globetypes" are the supreme achievement in duplicating printing plates.



Telephone, Harrison 5260-5261-5262 All Departments

This NICKELSTEEL "GLOBETYPE" has been used in every issue of The Inland Printer since October, 1912. Note that the printing quality does not show perceptible deterioration.

Defiance Bond

Manufactured by

Byron Weston Company

DALTON, MASS.

Along with the Cost System

You Need the Best Galley Made

It is easy to find. Address our nearest house and ask for circular which will tell you about our

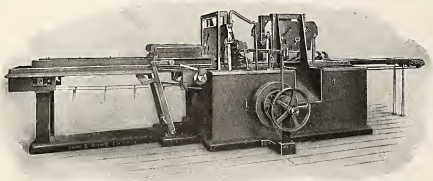
Superior All-Brass Galleys
Lincoln All-Brass Galleys
Bruce All-Brass Galleys
One-Piece Rim All-Brass Galleys
Linotype All-Brass Galleys

or any other all-brass, zinc, mailing, lined or half-lined you prefer. But we recommend the all-brass above all others.

We Sell Type, Too.

Barnhart Brothers & Spindler

Chicago New York Washington, D. C. St. Louis Dallas
Kansas City Omaha St. Paul Seattle



A STRAIGHT LINE AUTOMATIC BOOK TRIMMER

Capacity, 24 packages per minute, 4½ or less in thickness.

For further particulars address

JAMES ROWE

1058-62 W. Harrison St., Chicago, U.S.A.



PRINTED FROM ROYAL ELECTROTYPES

Courtesy of Standard Motor Truck Company, Pittsburgh, Pa.

GOLDING

PRESSES AND MACHINERY IN A PRINTING ESTABLISHMENT ARE INSURANCE AGAINST LOSSES AND ASSURANCE OF PROFITS

GOLDING JOBBERS

A careful examination of the various job presses on the market will reveal to any discerning printer the many points of merit and high intrinsic value of the Golding Jobbers.

They have greater strength, a better ink distribution and deliver a superior product at a higher speed than other presses.

In the latest model are added a number of improvements that contribute to the further efficiency of the Golding Jobber.

GOLDING PAPER CUTTERS

Our cutters have the prime requisites of accuracy, durability and speed, and will stand up unfailingly under the hardest use to which they may be subjected.

They are convenient to operate, have safety starting lever and deliver at all times a clean cut.

A number of exclusive features found only in Golding Cutters make them stand out from all others.

OTHER GOLDING PRODUCTS

The Pearl Press, Official Hand Press, Golding Embosser, Pearl Lever Cutter, Card Cutters, Bench Shears, Rule Miterers, Curvers and Cutters, Tableting Press, Benzine Cans, Composing Sticks.

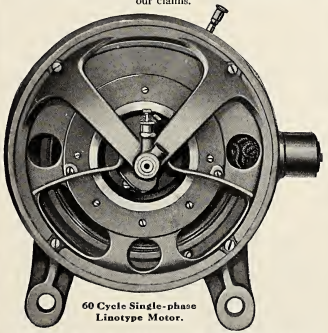
THESE ARTICLES OF OUR MANUFACTURE ARE GUARANTEED TO BE THE BEST YET DEVISED FOR PRINTERS' USES—*SEND OUT A LINE FOR CATALOG.*

GOLDING MANUFACTURING COMPANY

FRANKLIN, MASS.

OVER 1,000 SOLD

For Linotype use during 1913, a record that *proves* our claims.



60 Cycle Single-phase Linotype Motor.

JENNEY LINOTYPE MOTORS

are built for both alternating and direct current. Each outfit is complete with gear, and may be easily installed.

Send for information.

JENNEY ELECTRICAL DEPARTMENT
AMERICAN ROTARY VALVE CO.
General Offices: Chicago, Ill.
BRANCHES IN ALL PRINCIPAL CITIES

QUALITY

Service—Price

A Combination Impossible to Beat

"Satin Finish" Copper and Zinc



All Engraver's Supplies

We guarantee our Copper and Zinc to be free of any foreign substances due to the fact that they are both scientifically tested in our factory.

The American Steel & Copper Plate Co.
101 to 111 Fairmount Ave., Jersey City, N. J.
BRANCHES AND WAREHOUSES
616 Federal St. Chicago, Ill. — 136 Nassau St. New York City — 3 Pemberton Row London, E.C., Eng.



WHY A DULL PAPER CUTTER KNIFE

WHEN you can send to the nearest hardware store and get one of the fast, clean-cutting

Carborundum Machine Knife Stones

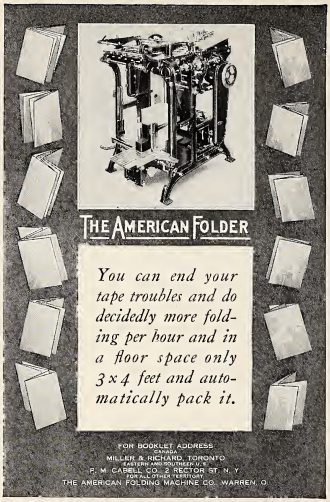
that will put the knife-blade back in cutting shape in a jiffy—two or three strokes and the edge is there smooth and keen—it is not necessary to stop to take the knife out of the machine. The stone is grooved to protect the fingers—it just fits the hand.

MADE IN TWO SHAPES, ROUND OR SQUARE,
$1.50

There is nothing harder, sharper, quicker-cutting than Carborundum

The Carborundum Company
Niagara Falls, N. Y.





FOR PRINTERS *for* PROOFREADERS

FOR ALL WHO WRITE

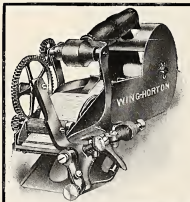
MANUAL OF STYLE. Recognized generally as the best guide to style in printing.

256 pp., 12 mo; paper, 85 cents postpaid; cloth, $1.12 postpaid.

MANUAL FOR WRITERS. By John M. Manly, head of the Department of English, University of Chicago, and John A. Powell, of the University of Chicago Press. The most practical handbook of grammar, spelling, general form, and preparation of copy for the printer. A chapter on correspondence.

224 pp., 12 mo; paper, $1.08 postpaid; cloth, $1.35 postpaid.

The University of Chicago Press
Chicago, Illinois



Wing-Horton Mailers Give Satisfaction

The Curtis Publishing Co., Philadelphia, Pa., have used Horton and Wing-Horton Mailers ever since they were first put upon the market, some 18 years. Under date of Oct. 2, 1913, they ordered 12 additional No. 2 latest model mailers. Pretty good evidence of satisfactory performance.

If interested, write for descriptive literature, and prices; also you are invited to see the machines on exhibition, at National Printing and Allied Trades Exposition, New Grand Central Palace, New York City, April 18-25.

CHAUNCEY WING, Mfr. **Greenfield, Mass.**

THE LAST CALL

ENTRIES for our Printing Contest will close March 31.

Send us your specimens at once and get on record at the National Printing and Allied Trades Exposition, in New York, April 18 to 26.

THOUSANDS OF BIG BUYERS of printing will see your work. Four Hundred and Fifty Dollars will be awarded as cash prizes.

Samples of inks furnished free on request.

Full details of the contest may be obtained from any of our representatives, or the main office.

CHAS. ENEU JOHNSON & CO.

TENTH STREET, AT LOMBARD

PHILADELPHIA, PA.

An Automatic Brain

that thinks for the operator of a motor-driven machine tool or printing-press — that's

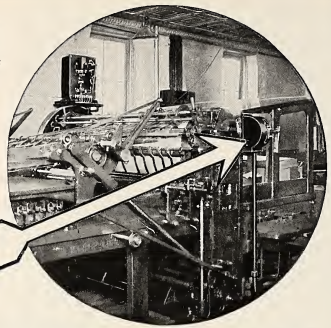
The Monitor System



It cuts out having to wait for the machine to pick up speed or come to rest — eliminates all juggling of rheostat handles.

"Just Press a Button"

to start, stop, lock, reverse, retard or accelerate the machine. The Monitor System is practically fool-proof and gives you precise, immediate action. Descriptive bulletins are yours upon request.



Monitor Controller Company

111 South Gay Street, Baltimore

NEW YORK, 30 Church St.
PHILADELPHIA, 826 Drexel Bldg.
CHICAGO, 1040 Old Colony Bldg.
BOSTON, 77 Franklin St.

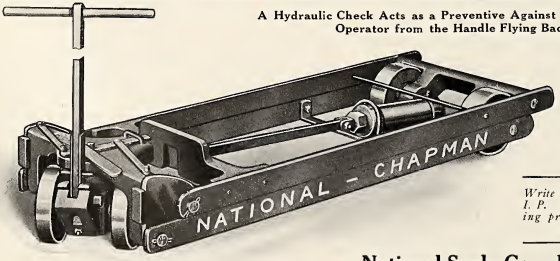
$865 Saved

It is a poorly constructed hand truck that doesn't cost at least $10. Distributed throughout the various departments in your establishments 100 of such trucks are necessary to care for the conveying requirements. Total equipment cost $1,000. One

National Chapman Elevating Truck

and 100 wooden platforms to store your paper stock on will cost approximately $135, or a saving of $865 on your investment. This one truck will care for the receiving, storing, moving and shipping of stocks of paper, either finished or in the process of manufacture, that may be stored on these platforms. This Elevating Truck saves storage space, prevents damage to stock due to frequent handling, and saves 50% of the time and labor now consumed in loading and unloading, piling and repiling material in your factory.

A Hydraulic Check Acts as a Preventive Against Accidents to the Operator from the Handle Flying Back.



Built in nine models equipped with different lengths, widths, raises and sizes of wheels. Cushion tires and brake when required. Special models to care for special requirements.

Write to-day for catalogue I. P. Tell us your trucking problem, and let us help solve it.

National Scale Co. 12 Land Street, Chicopee Falls, Mass.

Let Us Convince You That We Are Right

¶ First: We guarantee every ounce of ink leaving this establishment to be absolutely *uniform* and *dependable*.

¶ Second: That we do not take a back seat for any competitor in point of *quality* for the *price*.

¶ Third: The sterling quality of our product makes it *easy* for us to prove to the printer the satisfactory working qualities of our various inks.

¶ Now to test these propositions: A sample order will be shipped you with these conditions understood by the purchaser and ourselves.

Here's a Special Proposition

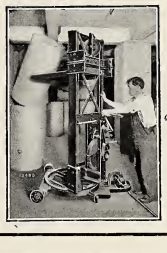
¶ Suppose you try out any of the three following black inks and prove for yourself that you will be purchasing a strictly high-grade half-tone black at a very low price.

Pierce Half-Tone Black	Egyptian Half-Tone Black	Peerless Half-Tone Black
50c per pound	65c per pound	75c per pound

¶ This is your opportunity to get acquainted with an ink that you have been looking for.

DUNN INK WORKS

1543-1551 Niagara St.
Buffalo, New York



THE LINE OF PROGRESS

YOUR telephone enables you to call on a hundred different men a day. Your typewriter enables you to write twenty times as many letters per day as you could long-hand. You wouldn't do without any of these appliances now—neither would you be without a REVOLVATOR in your store-room or warehouse, if you ever tried one.

The REVOLVATOR enables you to stow rolls or reams of paper, boxes, bales, casks, etc., in one-quarter of the time required by old-fashioned methods; it enables two men to do the work formerly requiring five to seven, and increases the storage capacity of your warehouse from 25 per cent to several hundred per cent by eliminating waste space.

Our booklet, J, 28, "Scientific Tiering," tells why REVOLVATORS pay for themselves once a month. Get a copy to-day.

N.Y. Revolving Portable Elevator Co.
357 Garfield Ave., Jersey City, N. J.
IIA

BE IT RESOLVED

BY ALL GOOD PRINTERS THAT DURING THE YEAR 1914 NAUGHT BUT

Mechanical Chalk Relief Overlays

BE USED

WATZELHAN & SPEYER
General Representatives, 183 William Street, New York

Biſt Du beſoffen?

If not— Write for our Catalog and reduced prices on Linotype Machines, Linotype Motors and Remelting Furnaces.

F. C. DAMM CO.

117 W. HARRISON STREET CHICAGO, ILLINOIS

From Punctuation to Design in Typography

AS NOW developed, the I. T. U. Course will prove useful to the boy or man who is bothered about punctuation, capitalization, or who lacks elemental knowledge concerning the origin and use of the basic type-faces, the value of spacing, the use of decoration, or is "weak" in type display.

For the more advanced compositor there is instruction in hand-lettering, a desirable accomplishment for up-to-date printers.

The principles of design and color harmony so far as they relate to typography are also taught, and afterward applied to every-day commercial display work under the review of capable instructors.

Instruction is by correspondence and given by the Inland Printer Technical School. The letters of criticism and advice contain from fifteen to twenty thousand words, according to the needs of each student, as each lesson receives the personal attention of an experienced instructor.

The Course is endowed by the International Typographical Union, is sold below cost and is open to any compositor.

There are nearly five thousand enrolled students, some of whom live in Australia, Great Britain, South Africa and other portions of the English-speaking world.

Full information can be secured by dropping a postal to

THE I. T. U. COMMISSION

632 Sherman Street, Chicago, Ill.

Manufactured to Meet the Demands of the Printer



HE printer finds from experience that the true basis of good printing lies in the quality of the paper. We manufacture a line of coated papers—a perfect paper for catalogue, booklet, and other high-class printing for both printer and lithographer.

The printing surface stands for the very highest grade of finish, no "picking" or curling, no tendency to offset, uniform in color, weight and quality.

A liberal sample will be submitted for a test of the three Popular Brands

FAULTLESS
SAPPHIRE
WASHINGTON

Watervliet Paper Company

Watervliet, Michigan

One hundred thousand Booklets—

How many will be read?



"FIRST APPEARANCES" decide the number of a booklet's readers and your customer's results. And a booklet's appearance is no better than its paper. It's 99% that.

CAMEO PLATE
Coated Book
White or Sepia

is a dull coated half-tone paper which gives results that cannot be obtained with any other stock, or by any other process. The effect of its velvety surface and its warm-toned colors is to make the screen of half-tones almost invisible, and to give the effect of a photograph. The depth and richness of work on Cameo will delight any customer who has any sense of beauty at all.

The Paper Buyer's Guide—Sent Free—

offers suggestions for getting worth-while Cameo results; examples of its typography and half-tone color effects; invaluable "shop" suggestions; also border hints and hints to make stock choice easy; samples of Lustro and all other Warren Standards with printing results, typographical and color-scheme suggestions, etc. It is invaluable to every printer. Sent free upon request.

S. D. WARREN & CO., 160 Devonshire St., Boston, Mass.

Manufacturers of the best in staple lines of coated and uncoated Book Papers

WARREN STANDARDS ARE CARRIED BY

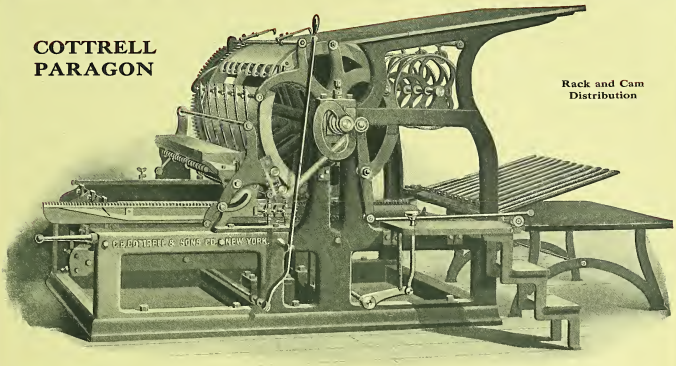
Baltimore, Md. - Smith, Dixon Co.
Boston, Mass., The A. Storrs & Bement Co.
Buffalo, N. Y., The Alling & Cory Co.
Chicago, Ill. - J. W. Butler Paper Co.
Cleveland, O., Cleveland Paper Mfg. Co.
Cleveland, O. - Kingsley Paper Co.
Dallas, Texas, Southwestern Paper Co.
Denver, Colo. - The Peters Paper Co.
Grand Rapids, Mich., Central Michigan Paper Co.
Houston, Texas, Southwestern Paper Co.
Kansas City, Mo., Missouri-Interstate Paper Co.
Los Angeles, Cal., Blake, Moffitt & Towne
Milwaukee, Wis. - Standard Paper Co.
New York City, 32 Bleecker Street, Sole Agent, Henry Lindenmeyr & Sons
New York City (for export only), National Paper & Type Co.
Philadelphia, Pa., Magarge & Green Co.
Pittsburgh, Pa., The Alling & Cory Co.
Portland, Me. - C. M. Rice Paper Co.
Portland, Ore. - Blake, McFall Co.
Rochester, N. Y., The Alling & Cory Co.
St. Louis, Mo., Mississippi Valley Paper Co.
San Francisco, Cal., Blake, Moffitt & Towne
Scranton, Pa. - - Megargee Bros.
Seattle, Wash. - - American Paper Co.
Seattle, Wash. - - Mutual Paper Co.
Spokane, Wash., American Type Founders Co.
Vancouver, B.C., American Type Founders Co.

Constant excellence of product is the highest type of competition

SD

Built for Service

COTTRELL PARAGON



Rack and Cam Distribution

THE quality of workmanship and material put in every Cottrell press insures an unequalled length of service. Fifty-five years of building presses of the highest quality, and no other kind, has gained for the "Cottrell" the reputation which means in printing presses what "Brown & Sharpe" means in machine tools and "Tiffany" means in jewelry. A "Cottrell" name plate on a machine is a guarantee of its unsurpassed quality in design, workmanship and material.

Read these two letters about presses which have lasted beyond a generation and are still "on the job":

¶ GERMANTOWN, PA. We send you herewith a copy of the "Guide" which is printed on a **Cottrell Press purchased in 1870** from the old firm of MacKellar, Smiths & Jordan, and which has been in constant use ever since. It has done some of the finest work and is in good condition to-day. It affords me a great deal of pleasure to introduce callers to our "old and well-tried friend, the Cotrell Press."

THE GERMANTOWN GUIDE

¶ NEW MADRID, MO. Our Cottrell Drum Cylinder Press is now and always has given excellent service when properly handled. **It is 39 years old,** and although several parts are worn and need replacing, the press is doing as good work as when new. It is simple and easy to repair. We cheerfully recommend the Cottrell Drum Cylinder Presses, especially for the country newspaper. We are sending you under separate cover a copy of last week's **Record** printed on our press.

THE WEEKLY RECORD

KEYSTONE TYPE FOUNDRY

General Selling Agents

Philadelphia — New York — Chicago — Detroit
Atlanta — Kansas City — San Francisco

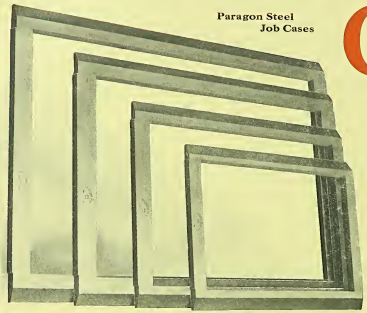
C. B. COTTRELL & SONS CO.

Manufacturers

Works: Westerly, R. I. — 25 Madison Square N., New York — 343 S. Dearborn Street, Chicago

Set in Keystone's Caslon Adbold Extended and Caslon Lightface. Printed on a No. 5 Cottrell

PARAGON STEEL CHASES



Paragon Steel Job Cases

Cost no more than inferior Chases to buy and they cost less in the end because they last longer, and save time in the make-up and in making ready on account of their accuracy. The corners are true, and they remain so because the fibre of the metal is crossed and

Every Bit of Strength in the Steel Stock Concentrates in the Corners

Chases for Every Purpose and in Every Style

Get Quotations from Our Nearest House or Agents

DON'T be misled by claims for chases made by a cheap welded process. We put more value, expense and high-grade material in **Paragon Steel Chases** than can be purchased elsewhere. Our experience in making Chases convinces us that the strongest corner is the **Riveted-Brazed Corner**

Our Guarantee We will replace without charge, any chase of our make that is broken as a result of poor material or workmanship, providing claim is made within a reasonable time

KEYSTONE TYPE FOUNDRY

Makers of Type, Material and Steel Equipment for Printing Plants

Philadelphia New York Chicago Detroit Atlanta Kansas City San Francisco

Set in Keystone's Caslon Adhold, Caslon Adhold Extended and Caslon Lightface

Are You Coming to See It, or Shall We Send It?

BUCKEYE COVERS, as usual, will be the center of attraction at the New York Printing and Advertising Show, which will be held in the Grand Central Palace, April 18 to 25.

Attend the show if you can—and *don't miss the Buckeye Cover exhibit!*

If you can not attend the show, the next best thing is to dictate a line to your stenographer *now*, requesting us to send you the *new* assortment of "Buckeye Proofs."

The "Proofs" are not the "whole show," as you would see it if you came to New York, but they are by no means so far short of it as you might think—they are by all odds the most interesting and instructive paper demonstration that has ever been put together *outside* of a public exhibition.

With the "Proofs" on your desk you will have the best of the New York Buckeye Cover exhibit before you—and you will have the best of the reasons, also, for the constantly increasing popularity of BUCKEYE COVERS among buyers and producers of high-grade catalogues, booklets and miscellaneous advertising literature.

Just a simple request on your business letter-head is all that is necessary. The "Proofs" will go forward by prepaid express the same day your letter is received. Write to-day.

USE BUCKEYE COVERS
GOOD ADVERTISING IN A NUT SHELL

THE BECKETT PAPER CO.

MAKERS OF GOOD PAPER
IN HAMILTON, OHIO, SINCE 1848

THERE'S A DEALER NEAR YOU:
(Note the additions since last publication)

BALTIMORE	Dobler & Mudge Smith-Dixon Company Division
BIRMINGHAM	The Whitaker Paper Co.
BOSTON	The Arnold-Roberts Co.
BUFFALO	The Alling & Cory Co.
CALGARY	John Martin Paper Co., Ltd.
CHATTANOOGA	Archer Paper Co. James White Paper Co.
CHICAGO	J. W. Butler Paper Co. The Chatfield & Woods Co.
CINCINNATI	The Diem & Wing Paper Co. The Whitaker Paper Co. The Cin'ti Cardage & Pa. Co.
CLEVELAND	The Union Paper & Twine Co. The Central Ohio Paper Co.
COLUMBUS	The Central Ohio Paper Co.
DALLAS	Southwestern Paper Co.
DAYTON	The Keogh & Rike Paper Co.
DETROIT	The Union Paper & Twine Co.
DES MOINES	Carpenter Paper Co.
DENVER	The Peters Paper Co.
EDMONTON	John Martin Paper Co., Ltd.
GRAND RAPIDS	Central Michigan Paper Co.
HOUSTON	Southwestern Paper Co.
INDIANAPOLIS	C. P. Lesh Paper Co. Indiana Paper Co.
KANSAS CITY	Graham Paper Co.
LITTLE ROCK	Western Newspaper Union
LOS ANGELES	Zellerbach Paper Co.
LOUISVILLE	Louisville Paper Co.
MEMPHIS	Taylee Paper Co.
MIDDLETOWN, O.	The Sabin Robbins Paper Co.
MILWAUKEE	The E. A. Bauer Co. Standard Paper Co.
MINNEAPOLIS	McClellan Paper Co.
MONTREAL	Howard Smith Paper Mills, Ltd.
NASHVILLE	Graham Paper Co.
NEW ORLEANS	E. C. Palmer & Co.
NEW YORK	Henry Lindenmeyr & Sons, 32-34-36 Bleecker Street.
OAKLAND	Zellerbach Paper Co.
OKLAHOMA CITY	Western Newspaper Union
OMAHA	Carpenter Paper Co.
PHILADELPHIA	Garrett-Buchanan Co.
PITTSBURGH	The Alling & Cory Co. The Chatfield & Woods Co.
PORTLAND, ORE.	Pacific Paper Co.
RICHMOND, VA.	Richmond Paper Company, Inc.
ROCHESTER	The Alling & Cory Co.
ST. LOUIS	Graham Paper Co.
ST. PAUL	Wright, Barrett & Stilwell Co.
SALT LAKE CITY	Carpenter Paper Co. of Utah.
SAN FRANCISCO	Zellerbach Paper Co.
SEATTLE	Richmond Paper Co.
SIOUX CITY	Western Newspaper Union
SPOKANE	American Type Founders Co.
SPRINGFIELD, MASS.	The Paper House of New England.
TOLEDO	The Central Ohio Paper Co.
TORONTO	The Wilson-Monroe Co., Ltd.
WINNIPEG	John Martin Paper Co., Ltd.

FOREIGN SELLING AGENTS
Henry Lindenmeyr & Sons, London, England.

OUR BARRIERS

The barriers we erect in pride or resentment against other men, are, in reality, barriers limiting ourselves.



Designed and lettered by
F. J. Trezise,
Instructor Inland Printer Technical School and
I. T. U. Course in Printing.

Printed by
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Printers and Binders,
624-632 Sherman street, Chicago.

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The Inland Printer

The Leading Trade Journal of the World in the Printing and Allied Industries

TERMS: United States and Canada, $3.00 a year in advance. Foreign, $3.85 a year.

Vol. 52 MARCH, 1914 No. 6

U. S. PATENT OFFICE LIBRARY MAR 6 1914

Right Men Needed in Business and Editorial Departments of Small Newspapers

By HARRY WHEELER DENNIE

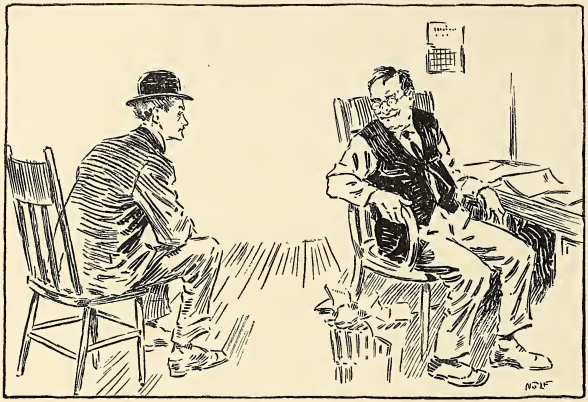
MEMBERS of the mechanical force of a newspaper often refer to the editorial-room as the "front office." Sometimes that term is applied to the business office, but in general it means the place first referred to — where the "brains" are gathered together. Quite often, though, there is a woful lack of the aforesaid matter, and it is not always the fault of the man or, frequently, youth employed there as much as it is the fault of the man who hires a young fellow at a small salary and expects to get the work of a man of years out of him.

"The laborer is always worthy of his hire," and I insist that an editorial man, by which in this case I mean the reporter, copy-reader or "desk" man, if he is a man of mature years and experience is worth a good salary — and my definition of that word "good" does not mean fifteen dollars a week, either. If a good reporter is not worth as much as a carpenter, then the business is no good, say I. But how many scribes get the wages of the carpenter? Very few, comparatively speaking.

A first-class reporter or "desk" man does not have to be gray-haired before he has acquired sufficient experience to enable him to hold a position on any newspaper from the smallest country weekly to the largest metropolitan daily, but he should have enough experience to fill the bill, and to do that he must be something more than a "cub." Of course, we all have to start in some time — I know that perfectly well — but the point I am making is that the beginner is not worth one-third as much as the seasoned reporter, especially if the latter has knocked around a bit and garnered knowledge that can never be acquired in any other way.

Too many newspaper-owners do not understand this. When they get hold of a good man they will probably pass him out a compliment, or possibly a

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"Are you looking for a job?"

whole grist of them; but they don't say, "I know you're worth just about three times as much as Blank, there, and while I can't very well triple your wages I'll just raise you an extra five now, and if you keep on in the way you have been doing I'll make it more later."

"Oh, yes," I hear some say, "and then the younger man, or the less competent man, would immediately get sore, and then where would the discipline be?" To which I would answer, the supply of editorial men is always greater than the demand — at least, I have yet to find the place where conditions were otherwise — and there is nothing to prevent firing the incompetent man and getting some one else on the chance that he may be better and couldn't very well be worse, anyway. Isn't it far better to have three good men than five poor ones on a staff? This arrangement, roughly speaking, would equalize the salaries if paid from my standpoint.

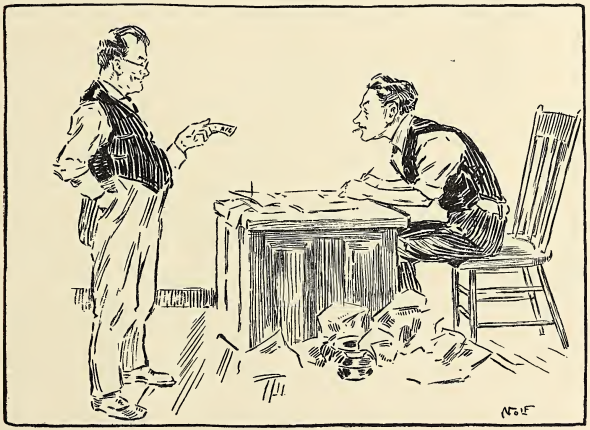
Five years ago I walked into an office in the State of Washington, in reality to see a reporter that I had been told of while in Seattle. I was out of a job at the time, having just run up from Seattle mainly for the purpose of taking a chance on the afternoon paper, which was a live one. Finding no opening there, I called at the place I spoke of — a morning sheet and an awfully poor one at that, judging by the front page.

I introduced myself as a newspaper man to the editor and he asked me to sit down, told me the reporter I wanted to see had gone out for several hours, and then asked — "Are you looking for a job?"

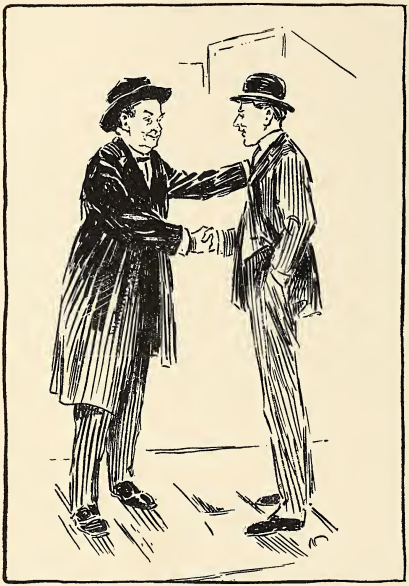
By this time the very apparent good nature beaming from the man's eyes, and his general manner, gave me a favorable opinion of him, so I said I wouldn't be averse to work. "Well, how much experience have you had? Can you assume the charge of this paper several nights a week in case I want to lay off?" I told him I thought I could without any difficulty, and after I had related some of my experience he said, "Well, if you want to try it you can start to-morrow."

The more I talked with the man the better I liked him, so I arranged to return to Seattle that night in order to get my things, and to be prepared to show up the following afternoon for work. After nine or ten o'clock on the second night he left me in full charge, which suited the printers, by the way, for I had developed a habit of heading up the sheet for the front page in a style that had evidently never been known to the "Old Man."

During the week I drew fourteen dollars, all told, and all that time I had not asked what my wages were to be, taking his repeated assertion that "we'll treat you all right," for granted. When pay-day came he said: "Now, you've drawn fourteen dollars the past week. I think I'll start you at sixteen dollars, so I owe you two dollars now. Here is a check for that, so we're square. If you want to stay, and continue to give as good satisfaction as you have done thus far, the job might be worth twenty dollars in three or four months."



"I think I'll start you at sixteen dollars."



"Oh, are you the *Breeze* man now?"

I nearly collapsed, for I hadn't dreamed of getting anything less than twenty dollars to start, and considering that he had me reporting in the afternoon, answering the telephone while he and the business partner were gone to dinner—which generally took them an hour or so—during which time I took advertisements or anything else that came over the telephone, and then "doing telegraph," reading all the proofs, including the advertisements, etc.—well, I was there until the paper was off the press, which was about half-past three in the morning, and was responsible for the sheet, an eight-page daily—I thought I had a little more than his figure coming. So I didn't stay after the second week.

Now, I mention this case as an example. That man was a fine fellow to work for, but his idea of the proper salary for what he wanted in that part of the country was wrong, and the result is that he never holds a good man—especially as the big Sound cities are so close at hand.

But that is the way it goes with the editorial end in the majority of smaller papers, and in many of the larger papers also. The owners may be coining money, but they can not get over the idea of paying only fifteen dollars a week; and in this era of expensive living that is no money for a single man, let alone a married man.

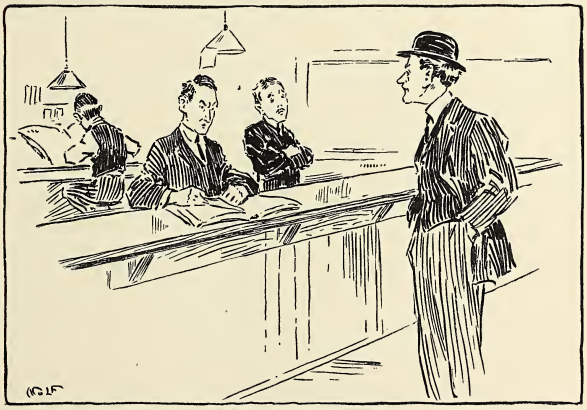
Unfortunately, the newspaper business, I mean from the viewpoint of the reporter, is like railroading or the theatrical business; there is a fascination

about it that seems to keep a strangle-hold on a large percentage of those who get into it; but the man of years always despises himself, just the same, in his own secret heart when he is compelled to work for a meager wage, and vows to quit as soon as he can. Furthermore, he generally does, which explains why so many papers are constantly changing their local staffs, and also why the remark is so frequently heard by the reporter: "Oh, are you the *Breeze* man now? Say, how often do they change there, anyway? Looks like they have a different man on this run every week. We just about get acquainted with one of them when he is gone." All of this is taken by the experienced man to mean just one thing — something wrong with the sheet. It is generally so, too.

Passing to the business office, I desire to make a few comments with relation to that part of the institution that I have seldom heard from any one else — at least, not unless I started the line of thought myself, when my hearer generally agreed with me, provided he happened to be a writer also.

Has it ever occurred to some of you how ignorant of the news that is in the paper the average business-office employee is? Ask any of them to figure on something in their line and they are right there, generally; but is it not just as essential that they read the paper in order to keep in touch with what is going on in the world?

I don't know how many times I have talked with employees in business offices of papers, only to find they were utterly ignorant of nine-tenths of what



Asked for the managing editor.

was in the paper of that morning or of the previous afternoon. What is the reason for this, and why can't the condition be remedied by having a rule to the effect that employees who are to be brought into touch with the general public during the day should have something more than a vague notion of what is in the paper, at least the leading local stories?

Time and again have I gone into the business office of some small newspaper and asked for the managing editor, only to be asked if I wanted the manager. The stranger, whether he be a newspaper man looking for a job or some one in an entirely different walk of life, frequently wants to get a line on the editor; yet the usual rule of the average business office is as far removed from affording the information along that line as night is from day.

Again, is there any reason why the employees behind the counter should not be able to discuss the Balkan War or the Mexican question just as easily and give as much information as the reporter? They have exactly the same facilities as the reporter for gaining information on any matters except local happenings. But let the stranger, dallying for a few minutes while waiting to see one of the higher-ups, try it in the usual run of business offices and see how much — or rather how little — many of the employees can tell about what is going on right in their own city, to say nothing of the outside world. That has been my experience, I know; but it has also been the experience of a number of others.

A little knowledge of the world in general and of the particular local items of importance that appeared in the last issue of their paper wouldn't hurt them; but it would do a lot toward giving strangers a more favorable opinion of the paper.

The Death-knell of Untruthful Advertising

By WALTER A. OLSEN

THERE has already been put into effect legislation against dishonest advertising in fifteen States of the Union, embracing New York, Oregon, Massachusetts, Ohio, Minnesota, Washington, Michigan, Colorado, North Dakota, Pennsylvania, New Jersey, Nebraska, Iowa, Indiana and Illinois. Laws are also being enacted in other States at the present moment, and several cities have taken a hand individually, even though the State to which the city owes allegiance manifested no inclination to follow suit. It seems a foregone conclusion that every State in the Union will soon enact legislation tending to wipe out dishonest advertising entirely.

Advertising is as much a profession of the heart as of the head. The head can lie — and will upon urging. The heart can not lie. Feeling is lie-proof. Therefore an advertisement that lies is not of the heart — it has no feeling.

An advertisement that lacks feeling makes no permanent human appeal, and where permanent results are continually a matter of conjecture, no established success is possible. And since untruthful advertising sounds the deathknell of permanent results, it can not, by any stretch of the imagination, be deemed profitable.

Consequently, honest advertising is a subject which should not furnish any grist for the author's mill. The time-worn and grisly adage of "Honesty is the best policy" has been so thoroughly and exhaustively proven that only moral and mental wrecks continue to put it to a test. Unfortunately, advertising offers such an easy way that invites the trying, that weak-kneed and addlebrained idiots still seek to stifle the old axiom.

Even the percentage of chances is against dishonest advertising proving profitable. A true advertisement rings true, and this must be capitalized to its ultimate possibilities.

To reduce advertising to an accurate percentage basis is like trying to estimate the increased water-power in the rising of the tide. In both instances it is simply a matter of surmise. There is no question of doubt, however, but that the greatest proportion of advertising is done in daily and weekly newspapers.

Careful analysis has demonstrated that at least thirty per cent of the retail advertising in newspapers is unproductive. This is twenty-five per cent too much — yet the whole fault lies with the advertisers themselves.

Invariably, the merchant who negotiates his own advertising *thinks of himself* rather than of the people to whom he advertises. This one fact alone accounts to a great extent for the many untruthful statements that creep in. The fundamental principle of advertising is lost in the chaos of his own interpretation.

Put yourself in the reader's place *always*. The cardinal principle of good "copy" is to write from the other fellow's standpoint. Forget yourself entirely. Two big department stores in New York furnish the antithesis to this moral. One spends almost a half-million dollars a year in advertising. It talks about *itself* all the time. The other store spends only about two hundred thousand dollars a year. It talks constantly *to its customers*. Both do the same percentage of business, but the one has to spend two and a half times as much as the other to accomplish the same result. All because it suffers from exaggerated ego, and nothing else. Result: exaggerated claims.

The dominating fault of most advertisements is that they are "overwritten." The author gives the impression of trying to do some "grandstand" play. The result is "forced" or "strained" copy; copy which has lost seventy-five per cent of its effectiveness.

The average time of a person reading a newspaper is perhaps thirty minutes. Probably about eight or nine minutes of the thirty are spent in reading the advertisements. This leaves twenty-one or twenty-two minutes devoted to the news columns. Then again, you get the benefit of only *your* share of the

eight or nine minutes. The average newspaper contains from eight to twenty pages. These pages, we will say, contain from fifty to three hundred advertisements. If your advertisement measures up, it is entitled to possibly one-fiftieth of the eight or nine minutes. That means you can logically count on about ten seconds of the reader's time for your advertisement. Now you can realize why some advertising managers receive as high as $15,000 a year for their services. They must capitalize these ten seconds to their ultimate possibilities. Those of you who are most impressed with this process of elimination will reap the greater benefits.

Advertising is essentially news, and news goes far more rapidly than any commodity known to mankind. Born in the morning, a story arrives at maturity in mid-forenoon, shrivels at the meridian and languishes on an inside page of the final extra. Unsustained by the pap of increasing developments, a news story, comparatively speaking, enjoys the longevity only of a lightning flash, and yet is almost as potential in many ways. And that is why it never pays to advertise dishonestly. Truth is felt instinctively, instantly. A lie needs time and reiteration to carry conviction, and always finds itself out in the end.

One of the largest and most successful department stores in America heads each and every section, or department, of the whole advertisement with the name of the article in conspicuous type, the regular selling-price and then the sale-price. I mention this because so many make an inane practice of heading each section with some ambiguous or supposedly clever catchline, which is mother to the lie.

The cleverness is at times permissible in the headline for the whole advertisement, but it becomes nauseous as a frequent dose in the one place. The name of the goods, the value and the sale-price is the news, providing they all reflect truth. If they do not, like any news matter that is reported untruthfully, it is a rank imposition on the trust of the public and marks the tombstone of the author.

A wave of reform is now sweeping the country—with the purpose of sweeping it of all dishonest advertising. It is a black mark against the profession, however, when to accomplish a sane and sensible effect, legislation is called upon. "Be it enacted" in this case means that we — the rank and file — have not been able to act, either through lack of inclination or refusal of concerted action. Can we not drive the snake out of our own preserves? Must the law fine, jail and enjoin? Is there none to educate certain advertisers how to advertise?

What better agency could we employ in this worthy work than advertising? Advertise to advertisers to advertise truthfully. Certainly! Using their own lever will make a sounder impression. Are we to allow the weaklings to perpetuate a stigma upon our profession? No! Isn't it an anachronism that we must force advertisers to do the one thing which, above all others, will make their advertising pay?

Educate! Advertise to advertisers. Possibly a ludicrous proceeding — but is it when the results are considered? Does not the effect justify the cause? It does, many fold. The one vital fact above all others is that, to pay, an advertisement *must* be believed. The recent movement of the advertising fraternity to Baltimore with the slogan "Truth in Advertising" should not have had cause for commotion. Why should we need a movement for "Truth in Advertising" any more than any other profession? Simply because it offers more opportunities? Or is it because our profession is infested with more fools and weaklings? I hardly think the latter. But the fact that it offers more easy opportunities should have a tendency to put us on our mettle and make us more careful than ordinarily.

Truth in advertising is just plain business policy — let us have more of it. Some day it may become a staple commodity.

A Simplifying Proposition

By AN OLD-TIMER

THERE are about as many different notions of proofreading work, and of what a proofreader should do in certain contingencies, as there possibly could be, and there is good reason for believing that everybody would prefer to have some simple general practice established. Not that everybody should be forced or persuaded to write or print everything exactly the same in all literary details, for that is impossible, and even undesirable. Differences will persist in spelling, compounding, capitalizing, punctuating, and word-dividing, and in all phases of typography, just as they always have done. But a more comfortable and less expensive method of managing the unproductive and troublesome work of proofreading can be devised. The means of securing a general understanding and united action may be found when its desirability is determined.

Before stating any proposition of simplification we need to know what we have to simplify, which may be sufficiently indicated without much detail. Two chapters in De Vinne's "Correct Composition," pages 294 to 358, are well worth a careful reading, although they contain much description of practice that is not germane to our purpose.

"There are fastidious authors," says Mr. De Vinne, "who insist upon the strictest adherence to their imperfect copy, and refuse to consider queries made in their own interest. To query or correct is to offend these authors; to leave a possible error unqueried or uncorrected is to invite plain censure for neglect or ignorance. There are other authors who ask, as a matter of right, that the proofreader verify proper names, dates, and all unusual words, and that he maintain consistency of statement as well as of style. Some go so far as to ask

for the verification of all quotations from standard text-books. They hold that it is the duty of the proofreader to correct all errors."

In dealing with the fastidious authors and their imperfect copy a plain and easy procedure is simply to do as they wish, leaving all responsibility to them, except that of exact reproduction. An author should write everything just as he wishes it to appear in print, and some of them do so. Fastidious authors do not always present imperfect copy, and when they do the work may properly be left imperfect if they choose to have it so. We can not lose sight of the fact that many imperfections according to one man's judgment are not imperfect according to others. Some kinds of imperfection or error should never be left uncorrected, however. For instance, a professor of language, writing about pronunciation, wrote the word "prounce" four or five times. Although he was one of the greatest sticklers for having his copy followed, there would have been no possible defense for any one who did not supply the missing letters.

A vastly different problem is found in the case of authors who hold that it is the duty of the proofreader to correct all errors. It may well be doubted whether any author ever made any such absolute demand, which would imply that the proofreader must know much more than any person ever can know. Yet it is true that some authors ask and expect more than they can get. How much they are to be allowed to have of such work, without extra charge, is a vital question in this proposition. Should they expect, for instance, if they write of Guppy's reference to chords of the human heart, that the proofreader will know Dickens intimately enough to correct it to human mind? Can they expect, when they write the well-known mathematician's name C. S. Pierce, to have the proofreader correct it to Peirce? It is far more likely to be made wrong when written correctly. It would be impossible to tell how often the name R. C. Trench has been written and made French in print.

Now for the proposition. It may be made in few words, but to be effectual it must find favor with many persons. It is here made merely as a suggestion, to be discussed and filled out in detail if found worthy. It has economic and ethical bearings that should be disclosed in discussion.

I propose the adoption of a standard contract for the printing of books, making very clear the amount of work to be done for the stated price. It is this restriction that would constitute simplification. Put it down hard and fast that the charge for composition includes proofreading only to the extent of exactly reproducing what is in copy, except the correction of plainly accidental errors and an occasional query for the author when the proofreader thinks that something is or may be wrong in the copy. Have it distinctly understood that every change from copy is to be charged for separately, and have the proofreader leave all such change to be made on the author's proof, with the exception mentioned above. If the printer's proofreader is to act as a literary critic or editor, as he often may advantageously act, his work in such

capacity should not be paid for by the printer, but should rather increase the printer's profit. The man who has a book printed should be forced to make his copy right, or have it made right, before it is given to the typesetter or operator, and such a contract, enforced everywhere, should make him do so. A great deal of the proofreading now counted as non-productive work belongs properly in the printer's accounts in the productive class.

Much of the imperfect copy now sent to printers is imperfect because its authors will not take the trouble to make it perfect. The authors have become accustomed to the idea that the printer's workers will supply punctuation, will correct grammar, make capitalization uniform, and attend to all such small details, until now they are but too ready to throw over the blame for their shortcomings to the printers. It is time for the printers to take concerted action against such fallacy.

The Necessity of Education for the Printer

By ARNOLD LEVITAS

WITHIN the past few years there has been a general reawakening in the printing industry. Printers have begun to realize the necessity for higher standards and higher ideals. It has become clear to them that greater efficiency is needed in every department in order to insure successful progress, and that increased efficiency must begin with the lowest-paid employee in an institution and reach up to the highest-paid executive.

It is this revival that has given birth to many new and wonderful inventions; it is this which has brought into existence the cost congresses as an educational factor for the master printers; and this same spirit has led the various typographical unions to organize schools for apprentices and correspondence courses for journeymen printers. The progressiveness in the printing industry has induced the Board of Education of New York city to open classes for the teaching of the various branches of the trade. It has finally inspired some of the associations of employing printers to consider seriously some action with regard to the education of their employees.

All this, however, is only a beginning of the great development that must take place within the near future. The printer must prepare himself for the opportunities which are awaiting him. He must educate himself in order to be fitted for the greater responsibilities which he will have to bear — he must educate himself to become a better printer. This education he has been neglecting until now — but he can not neglect it any longer, because there is a force that is pushing him ahead. That force is created by the opportunities which are awakening his ambition.

Though the Board of Education and Master Printers' Association realize the great need of supplementary education, and are working conscientiously to attain the desired end, they are not yet coöperating sufficiently — and consequently miss the vital points in the needs of the printer which would come through a better mutual understanding.

The Board of Education would find through investigation that what the aspirant in the printing trade needs in the way of supplementary experience is theoretical instruction — and he needs that as much as the shopwork experience which he now gets at the printing-office or technical school. The printers' associations would find through investigation that it would pay them to send their employees to a technical school where they could get such instruction.

A feasible working plan might be easily arranged which would make it possible for the interested parties to work together harmoniously. If, for instance, the printers employing apprentices and two-thirders would be willing to send some of those for two hours each day to a school where they could get the instruction described below, there is little doubt but that the Board of Education would do its share in supplying such demand.

The immense benefits which would accrue to the employers and employees through a course of this kind can not be overestimated. That long-felt want of the printer, and that which he can not get in the printing-office — instruction in the use of the language from the typographical point of view — would be realized, and it would then become possible for him to greatly increase his efficiency.

The course in question should consist of at least eight hours each week, or 240 hours of the school year, and should be pursued for at least one year. It should be divided into lectures and practical work, and the studies may be based on the methods now in vogue at the Stuyvesant Evening Trade School, of New York city, where the course has been tried and found eminently successful. The following is a schedule of the studies as pursued at the Stuyvesant Evening Trade School:

I. LECTURES (Monday and Wednesday).

60 EVENINGS — 120 HOURS.

1. Proofreaders' marks (2 lectures).
2. Punctuation (9 lectures).
3. Marks of reference and accents (2 lectures).
4. Capitalization (4 lectures).
5. Division of words (8 lectures).
 (a) English; (b) German; (c) French; (d) Spanish; (e) Italian.
6. Abbreviations and contractions (3 lectures).
7. Compounds (8 lectures).
 (a) Compound words; (b) Compound nouns; (c) Compounds other than nouns; (d) Interrupted compounds; (e) Miscellaneous compounds.
8. Grammatical divisions and subdivisions of the book (1 lecture).

9. Making up a book (1 lecture).
10. Copy-editing (1 lecture).
11. Progress in spelling reform (3 lectures).
 (a) Simplified spelling; (b) Distinction between American and English spelling.
12. Orthography (10 lectures).
 (a) Derivatives; (b) Final consonants; (c) Plurals; (d) Miscellaneous rules.
13. Synonyms and antonyms (1 lecture).
14. Homonyms (1 lecture).
15. Rules of Geographic Board (1 lecture).
16. Indexing (1 lecture).
17. Lectures on the practical procedure in the proofroom (2 lectures).
 (a) Proofroom rules and procedure; (b) How to consult reference-books.
18. The typographical and editorial construction of the magazine and book (2 lectures).

II. PRACTICAL WORK (Tuesday and Thursday).

60 EVENINGS — 120 HOURS.

1. Galley reading (16 hours).
2. Ad. reading (20 hours).
3. Proofreading by copy (16 hours).
4. Revising (10 hours).
5. Page reading (10 hours).
6. Final reading (10 hours).
7. Editorial reading (10 hours).
8. Proof criticisms (20 hours—10 lectures).
9. Preparation of manuscript (8 hours).

The Board of Education, in trying to give to boys the opportunity of becoming able workmen, could do no greater service than to give them something which these boys will never get in the printing-office — the supplementary training so essential to efficiency. It is a startling fact that the job-compositor, linotype and monotype operator, and very often even the proofreader, do not know the rules of punctuation, capitalization, division of words, compounding, and the many other things so vitally necessary to every printer. The printer is a builder of words, and should therefore know the various rules governing the language — just as the blacksmith must know his metal and the carpenter his wood.

The boy who enters the printing-office does so in order to earn a living, and not primarily to learn a trade. He goes there half educated, because he can not afford education. He gets a certain amount of education through his association with manuscript and printed matter — but what he gets is haphazard and unmethodical. The result is a poor printer and ofter a poor business man.

All over the city we hear the cry, "We can not get good printers." The present technical education is not effective because it has not found the key to the situation. It gives the boy practice with very little theory — and that is as bad as theory with very little practice. Teach the boys how to do intelligently those things which they are engaged in doing; teach them how to set a job properly punctuated, properly capitalized, with proper divisions, correct abbreviations; teach them to use good judgment in setting advertisements, bill-heads, letter-heads, and the many other things pertaining to the printing industry; teach them through proof criticisms the value of every word, every

line, every sentence, every paragraph — from the grammatical as well as typographical point of view — and you have the key to the situation.

Mr. Crawford, president of the Master Printers' Association, says: "We printers would be benefited by the Board of Education if that body would teach our boys that which they can not get in our shops — that which we have no time to give them."

The course I am advocating takes up every possible phase of the modern printer's need. It teaches the prospective printer in 240 hours that which would take years to glean from an elaborate course in English, and it teaches it in a way which is especially adapted for the peculiar requirements of the printing-office — it teaches the typographical use of the language, which has its own rules and regulations and can not be acquired through any grammar or other text-book.

Instruction in printing, in order to be effective, should consist of both shopwork and classroom work, each supplementing the other. Both together would give the future printer the highest opportunities. If technical education is to prove its worth, it must give to the boy a well-rounded, thorough, and comprehensive education in both branches of the trade. If the boy, on graduating from the technical school, is not familiar with the various rules and usages of the language, has no conception of the orthography, then the course of instruction in that school has done for him no more than the printing-office would do.

A good many boys or girls would not take advantage of a course in printing in the trade school which experience they could get in a printing-office with remuneration for their labor, but they would seek a course which would give them instruction not otherwise obtainable — instruction which would tend to prepare them for the best opportunities in the trade.

This methodical instruction has been heretofore neglected, and in consequence the printing industry is about seventy-five per cent inefficient. When we know that it does not require any special inborn genius to become an able workman in any one of the various branches of the trade, and that ordinary application and experience should give one the necessary efficiency, why are there so many men wandering around from one place to the other, staying a week here and a week there, unable to procure a steady situation on account of incompetency? Why do the employing printers complain that they can not get good men? Simply because the graduate of the printing-office or technical school does not get the theoretical part of the experience so vitally necessary to the successful man.

The men in the printing industry who have attained success are those who have given up their leisure time for special study and who made special efforts to advance. Such men are rare, as the efforts required in unmethodical studies seem entirely too great for the results attained. Especially in the case of the proofreading branch of the trade may it be seen how inadequate are the

facilities in the printing-office. The proofreader has sprung up automatically from the ranks of the compositors and operators, equipped principally with the mechanical experience obtained in the printing-office and with comparatively little of the proper proofreading requirements. In consequence, the scope of the proofreader is limited, in most cases not reaching above the knowledge of ordinary galley reading and the criticism of purely typographical errors. Good proofreaders are rarer than good positions, and employers would greet with delight a movement for the education of proofreaders. The course in question aims to make compositors eligible for the proofreader's desk.

We may gather a certain amount of evidence of its usefulness from the results of the work in the evening trade school. Out of sixty men who registered last year, twenty-five per cent were boys under twenty-one, who were working either as apprentices or two-thirders during the day. Ninety-five per cent of the students were printers, and five per cent were engaged in clerical work. At the end of the year, seven of the students had fitted themselves for proofreaders' positions, several of the monotype and linotype operators taking the course stated in letters and otherwise that they had greatly increased their efficiency, setting their work with fewer errors and with increased speed; several of those who had read proof previous to entering the class claimed to have benefited by the studies in furthering their opportunities for advancement, two of them having since secured positions of greater responsibility and higher remuneration.

In the proofreading class this past year at the Stuyvesant Evening Trade School there were twenty-six men and fifteen women at the beginning of the course. Out of the fifteen women there were only three outsiders — the others being engaged in the various branches of the printing trade (proofreaders, monotype and linotype operators, and copy-holders). How much these women felt the need of this instruction may be realized from the efforts they exerted against the ruling of the Board of Education to transfer them to a women's school. Out of a present registration of thirty-five men, there are at the present time thirty printers attending the proofreading class — eight of whom are proofreaders, sixteen compositors and operators, and six two-thirders and apprentices.

My own experience leads me to the conclusion that this course would be greatly helpful to the men and women in every branch of the trade, and would be as comprehensive to the beginner as it would be to the journeyman printer — excepting that it might be made more elementary in the case of the apprentice; but he, even more so than the others, should have two hours of such instruction each day for at least one year.

This course would also lend itself as a continuation study during the afternoon for those who are not able to attend the evening classes; and as there are about two thousand night workers engaged in newspaper and other work, many would be glad to avail themselves of such an opportunity.



THE PROOF READER

This is the Proof Reader. He is having a Dry Smoke. Why? Because a Cigar Snipe makes a good Cork. Why does the Proof Reader need a Cork? To Bottle up his Feelings. What is the matter with his Feelings? His Feelings are Sore because no one Knows Anything. Does the Proof Reader Know Anything? Opinions Differ. What Does he Know? He Knows he could make a Lot of Money? Who for? The Boss. How? By getting the Copy in Shape before the Comps got to it? Why doesn't the Boss let the Proof Reader make the Lot of Money? Because.

EDITORIAL

NEWS from Washington that the authorities propose to double the rates on a portion of second-class matter came as a surprise to many. Even with free delivery granted country weeklies, and the daily press being exempt, the move was so unpopular that the higher-rate statesmen during the Taft administration were compelled to abandon similar proposals. To crystallize the idea into law now will impose great hardships on the industry in the larger printing centers. In imposing that harm the lawmakers will be violating a cardinal principle of the modern conception of government. We hope the trade will make its influence felt in the interests of a service-giving postoffice as against a money-making one, and for the conservation of the interests of the labor employed and the capital invested in the industry.

ENCOURAGING reports of improving business prospects in the printing trades are notable features in the announcements of the February *Bulletin* of the United Typothetæ and Franklin Clubs of America. The more intelligently printed matter is used the more apparent will its value become, and it is gratifying to note a perceptible tendency on the part of a number of printers to be something more than printers, and fit themselves to be advisers and counselors in the preparation of printed matter. It is one thing to be able to give the customer what he thinks he wants, and it is another thing to deliberate with him and decide what is best for him to have. While the conscientious printer may advise against outlays that might seem to be to his own advantage, he does not lose but really gains in the aggregate, from the fact that his methods establish him in the confidence of his trade. One of the most troublesome problems in establishing a just cost system has been the question of how to give to the customer the right of equity in variable and indeterminate items of productive and unproductive labor. The prospects of business are brightening in the printing trades. Is the time not ripe then for printers to prepare themselves to meet their customers on broader and more comprehensive lines — not as mere competitors for jobs, but as in a sense professional advisers and coöperators worthy of being justly compensated for the concentration of their experience, skill and mechanical equipment? There is assuredly plenty of work to go around on such a principle. Business would be let on a broad understanding — not on the tripping-up idea of giving work to the printer who makes a mistake or does not know his costs. The printing trade, heralding better business on reformations of its own practices in business, would be much more impressive than its rise and fall on the fluctuations in the commercial world on which the art preservative has of itself so profound and far-reaching an influence.

The Industry as Seen in the Census.

There has been an increase all along the line in the printing and publishing industry, according to the report for the year 1909, issued by the Bureau of the Census of the United States Department of Commerce. It is impossible for such statistics to be absolutely accurate, for there is much duplication; as for instance, in the first group classified by the census, which included "book and job printing, book printing and publishing," there must be much overlapping of work. The department has, however, made deductions on this account, and reduces the total value of products from $737,876,087 to $700,000,000, and the value added by manufacture from $536,101,497 to an even half billion.

The survey covers all manner of printing-houses, including steel and copper plate establishments, bookbinderies and lithographing concerns.

The summary before us gives the number of establishments as 31,445, in which 388,466 found employment — 258,434 as wage-earners.

Turning to dollars, the capital invested is given as $588,345,708; there was expended in materials $201,774,590, which was transformed into salable products to the value of $700,000,000, making allowance for estimated duplication.

It is evident that the laws of competition operate unrestrainedly with or without "the rule of reason" in the printing industry. Less than one per cent of the establishments had an output of

a million dollars. The small concerns — those whose output is less than $20,000 a year — constituted eighty-three per cent of the entire number, and of these more than one-half reported a yearly output of less than $5,000. The percentage of production is drifting to the larger establishments, however; the millionaire offices did 18.6 per cent of the work in 1909, as compared with 15.4 per cent in 1904. The group producing between $100,000 and $1,000,000 showed but a slight increase in the percentage of work done over 1904, while the "less than $20,000" group produced only 18.1 per cent of the total.

"Book publishing and book and job printing" is how the second largest branch of the industry is described. It is also the most progressive branch, for the number of wage-earners increased sixty per cent and its production more than doubled in the five-year period 1904-1909.

New York State still leads the industry as a whole, having twenty-five per cent of the wage-earners, turning out three-tenths of the products. Illinois is second and the Keystone State third.

The evening newspaper seems to be crowding the morning paper for popularity, and newspaper circulation is not growing as rapidly in the big cities as it is in less pretentious places. There were 374 more dailies in 1909 than 1904 — a gain of only sixteen per cent. The total number is 2,600 — 760 morning and 1,840 evening sheets.

We quote the report when we say: "The total reported expenses in the industry as a whole in 1909 were $619,158,045, distributed as follows: Cost of materials, $201,774,590, or 32.6 per cent; wages, $164,628,180, or 26.6 per cent; salaries, $103,458,251, or 16.7 per cent; and miscellaneous expenses, $149,297,024, or 24.1 per cent. This latter item includes rent payments, amounting to $13,648,406; taxes, $2,699,575; and payments for contract work, $36,384,359."

A Strike.

Ordinarily any person has to stand the consequences of his own haste or ill-temper, but very often individual haste and ill-temper involve and destroy the peace, comfort and happiness of large numbers more or less permanently. An executive in a good-sized printing-plant in the West was describing recently how it came about that the company with which he is connected became involved in a strike. "I had a little job in the house that I had promised to have completed and delivered at a certain time. It was past due. I was nervous and impatient about the work, and went into the pressroom to see if it could be hurried any. I began the trade in the pressroom, so I know something about the presswork game, and it seemed to me the press the job was on could stand speeding up a little. So I said to the pressman, 'Speed her up a notch or two.' Well, he just looked at me and smiled. Now that made me mad clear through, and I grabbed for the controller and jammed it over. The pressman jumped for it and jammed it back and stopped the press. 'That'll do,' he said. 'You bet it'll do,' I said, 'you're fired.' Well, I had no authority to fire him, but I chased up-stairs and made my formal complaint and he *was* fired. The union demanded that he be put back to work, but we stuck to it, had our fight and won out — and we have no union men now, at least we have them but we do not take instructions from the union."

If you, who read this account of the initiation of a strike, are an employer, or, if you were an employer, how would you have treated this case when the complaint was laid before you? What is your point of view?

Action and Advertising.

Publicity is a necessity nowadays, for any movement that makes, or should make, a wide appeal. There was a time — in the days of four, six and eight page daily papers — when anything pertaining to the printing industry was given "space" in abundance. Now it is not so easily secured. In the case of associations of employers, rarely do we see any reference to their activities in the daily press. This is due in part to the practice of holding executive sessions. They are things of the past, or among the things that are passing rapidly. In a competitive industry comprising many employers, organization among them is as necessary as it is among employees. That is the present condition in the printing trade. Lack of ability to procure newspaper publicity is one of the reasons why progress is made so slowly. The United Typothetæ and Franklin Clubs of America is spending a large sum yearly in organization work, and is giving highly stimulating service with comparatively small corresponding results.

More publicity would be an excellent aid in this work. Passing the objections to publicity, and assuming it is desirable, the question is, "How can it be secured?" George H. Gardner, of Cleveland, one of the "new" vice-presidents of the Typothetæ, suggests that there should be a banquet at some suitable point which would be attended by prominent printers from all sections of the country. Vital parts of Mr. Gardner's idea are that the affair should be permanent and the speakers men of national reputation — men who will attract the attention of the public in a manner which the

organization fails to do at present. For instance, suppose this idea was in full sway this year, and the speakers were Postmaster-General Burleson and Chairman Moon, of the House Committee on Postal Affairs. They would naturally speak on postal rates, and the daily press would be keen to let the world know what they said. With favoring fortune, the event would become notable at the outset, and as the years rolled by, with proper management the affair would give the employing printers' organizations a vogue that could not but redound to the advantage of the trade.

If any one doubts the value of advertising by a trade organization, let him look over a clipping-bureau service covering the printing field. There he will find the typographical unions receiving thousands of dollars in newspaper space as a result of persistent, if not always skilful, press-agent work. That association has profited mightily by advertising, and, with necessary modifications, we believe its methods can be profitably employed by other and more pretentious organizations.

The Postoffice, the Public, and the Printer.

"One hundred per cent increase in the rates for second-class matter" is the slogan of bureaucrats and some postal reformers. We trust it is not necessary to dilate on the immediate importance of this to the printer. It should be enough to say that the change would mean an increase of a cent on each pound of printed matter that goes through the mails under a second-class entry.

The idea behind the slogan is based on a misconception of the functions of the postoffice. It, like other governmental functions, is for the purpose of giving service to the people, not for making money. If we admit, for the sake of argument, that the reduced rate to publications works an injustice to users of other classes of mail matter, we can say in reply that the same public gets the benefit of the reduced rates, for everybody reads nowadays, and a great deal of the two-cent mail is produced by second-class mail. It is beside the mark to discuss the cost of distribution of the various classes of mail matter. The figures given by the postal department are very largely guesses, and why debate conjectures? Though department heads and the Hughes Commission have said otherwise, the Penrose-Overstreet Commission, which made by far the most exhaustive investigation of postal affairs, declared the existing rate sufficient to cover the expense.

The truth is, the question should be decided from the standpoint of public policy in its broad sense — the benefit to the people and the amount of service the postoffice can give. Happily, we have high authority for taking that position. When governor of New Jersey, President Wilson was discussing the subject of raising these same rates, and he said:

"A tax upon the business of the more widely circulated magazines and periodicals would be a tax upon their means of living and performing their functions. They obtain their circulation by their direct appeal to the popular thought. Their circulation attracts advertisers. Their advertisements enable them to pay their writers and to enlarge their enterprise and influence. This proposed new postal rate would be a direct tax, and a very serious one, upon the formation and expression of opinion — its most deliberate formation and expression — just at a time when opinion is concerning itself most actively and effectively with the deepest problem of our politics and our social life. To make such a change, whatever its intentions in the minds of those who proposed it, would be to attack and embarrass the free processes of opinion."

This matter has been debated year after year at gatherings of trade organizations. Every one of them—employers' associations and trade unions—has maintained the position that it would be an injustice to the public and an injury to the trade to change the rates at this day.

As nearly as possible, the trade is of one mind on this subject, and being the sixth industry, it should have influence at Washington. The pecuniary consideration is ample justification for every individual to bestir himself and see that his representatives in the Senate and House are made acquainted with the views of those who are opposed to raising second-class rates. There should be concerted action by the organizations. Unfortunately, many of the publishers' associations are loosely jointed affairs almost devoid of machinery, and in an emergency, much time is lost in preliminaries. The unions are better equipped for work of this kind, and we are pleased to hear that the officers of the International Typographical Union have decided to prosecute a vigorous campaign in opposing the threatened change.

Some there are who incline to the opinion that it is useless to protest. We are not of that mind. From the standpoint of the citizen, those opposed to the increase have the healthful, patriotic arguments on their side. That they are financially interested in the outcome does not materially weaken their position, if they will busy themselves and present to the public at large the correct progressive citizenship view of the case. Indeed, it is their duty to do so, and if they will but devote some energy to arousing the public mind, we are sure that they will accomplish their purpose.



THE FIRST MISSILE.

The Cave Man of Prehistoric Times Who Unconsciously Invented Arms and Ammunition.

One of a series of seven remarkable photographs from life, representing the evolution of arms and ammunition, from "A New Chapter in an Old Story," produced by the Search-Light Library of New York, for the Remington-Arms UMC Company.

CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names—not necessarily for publication, but as a guarantee of good faith. All letters of more than one thousand words will be subject to revision.

LOCATION OF BRADFORD'S LONDON COFFEE HOUSE.

To the Editor: PHILADELPHIA, PA., Dec. 16, 1913.

I recently read in some French author's history of printing that Franklin served his apprenticeship at his trade in London, and that he returned to Philadelphia in a certain year and worked for his brother. I hope the rest of the "history" is a little more accurate than that statement is.

I read in the interesting Christmas number of THE INLAND PRINTER Mr. Bullen's entertaining story of early Pennsylvania printers. The legend under the reproduction of Bradford's London Coffee House and of his stationery store and of the printery says they were formerly located at Second and Market streets in this city. We have, in the library founded by Franklin, a treasury of typographical relics of early days. Among them are publications of Bradford, whose imprints are explicit about his location, and in them he says that his establishment was at Front and Market streets. It has not been so long ago that the old London Coffee House was torn down.

SAMUEL W. HOSKING.

EDITORIAL NOTE.—THE INLAND PRINTER always appreciates and invites criticism regarding the authenticity of any statement that appears in its columns. Our aim is to be certain that no statement whatever is made that is not correct, and to this end great care is taken to investigate and search out the truth. This frequently entails a great amount of research, but we feel that, whatever amount of labor is required, we are far more than repaid by giving our readers statements that are authentic. The above letter was referred to Mr. Bullen, and the following letter from Mr. Bullen to Mr. Hosking shows the care that is taken to verify what appears in the columns of THE INLAND PRINTER.

February 6, 1914.

Mr. Samuel W. Hosking:

DEAR SIR,—Yours of December 16, re my article on Literature of Printing in December issue of THE INLAND PRINTER has been referred to me by THE INLAND PRINTER.

The apparent discrepancy in statement relating to location of Bradford's London Coffee House arises from the fact that the street formerly called Front was in Bradford's time the street fronting on the river, and known as Front street. Since that time the buildings were extended toward the river one block farther, and when the numeral method of naming the streets was adopted old Front street naturally became Second street, being second from the river. In Colonel Bradford's papers there is the lease of the Coffee House, which states that it "extends 100 feet on High street" (now Market) "and 25 feet on Front street" (now Second). I wrote a history of the Bradford family for the *American Bulletin*, and visited the sites of all the printing-houses occupied by various members of that family in Philadelphia, and it was on that expedition that I learned that the Second street of to-day was the Front street of Colonel Bradford's time.

Although it seems that in this instance I am correct (having taken pains to visit all locations), it is always a pleasure to have such points raised, as such criticisms very frequently make for accuracy. I hope you will investigate this matter yourself and verify or disprove my statement. The papers of Colonel Bradford are in the library of the Pennsylvania Historical Society. I have carefully examined them.

HENRY L. BULLEN.

THE CHARGEABLE OFFICE HOUR.

To the Editor: TORONTO, ONT., Feb. 12, 1914.

The "Newspaper Work" department of THE INLAND PRINTER has been read by me with much interest as I believe that there is no place where a cost system can do more good than in the country-newspaper plant.

Mr. Morrison has stated the case quite plainly, and is wise in cautioning against overdepartmentalization in a small plant. I think, however, that he tries to stretch the application of his "chargeable office hour" too far. It is all right for editorial work and other work connected with the paper or plant that does not reach into the mechanical department. In the mechanical department, however, there are only two kinds of hours to be charged—namely, the individual hour of the workman who does not use any machine, such as the hand compositor, or the hand folder, etc., and these hours are priced according to the kind of work or workmen; the machine hour, which includes the operator or operators necessary to run that machine efficiently, whether one or six. Thus a composing-room machine that could not be run at its best without two operators should carry the time for two. If only one is used, the slower running and greater time used will more than offset the wages saved. A cylinder press needs a pressman and a feeder, and so on.

Mr. Morrison also errs in saying that the "office chargeable hour" in the editorial-office department should not bear any overhead charge for non-productive hours. One of the first principles of the Standard cost system, or any other correct system, is that every department that has any productive or salable hours must bear the cost of its own non-productive hours. If the productive hours of the editors, reporters, etc., are charged to the paper—as they should be—they should bear their share of expense. Only in this way can fairness to departments result. On the

other hand, if the editor goes into the shop and works, his time should be charged to the shop in the department he labored in.

Mr. Morrison has tried to produce a universal hour that will apply everywhere, but such a thing is impossible if accurate results are wanted. Each kind of operation has a proper price and should be charged accordingly. If a folder or mail clerk runs a press, he charges press hours; if a pressman runs the mailer he charges mailer hours; if the editor feeds a jobber, doing 60-cent work, he charges it at 60 cents and not at the dollar or more he is worth as editor.

Any other method of charging would produce inaccurate and mixed results and lose one of the great benefits of a cost system, the ability to compare detailed results with others using cost systems so as to gage your efficiency.

DANIEL BAKER.

A FEW POINTERS THAT SHOULD APPEAL TO THE AVERAGE BOSS.

To the Editor: ATLANTIC CITY, N. J., Feb. 5, 1914.

In order to bring about profitable results in a printing-office it is absolutely necessary, in our mind, to begin at the front end of the plant and continue until the extreme end is reached. From the time a job is received in the business department, system should govern it until it has been delivered to the customer. Haphazardness in a job-office quite frequently results in many financial failures. The writer is of that class that has great reverence for discipline, and has the pleasure of holding a position in the cleanest and most sanitary job-office in a city with a population of over fifty thousand.

This particular office is cleanly swept every day, and the floors are thoroughly scrubbed once a month. Clean, sanitary-tested rags are provided for the use of the pressmen, and nothing is lacking that will tend to make the mechanical departments strictly in accord with the rules of cleanliness. Rules governing these departments are placed in conspicuous places, and any employee violating them subjects himself to immediate dismissal.

Again, we contend that from the time a job is taken in the front office until it is ready for delivery, it should be carefully watched. In taking an order for printing, all necessary details regarding the job should be placed on the order, namely: size of the job; the kind of type to be used; the quality of paper; whether or not a proof is desired; when it is to be delivered (and by no means break the promise of delivery); price of the job, etc., so that when the order reaches the compositor there will be no hesitancy in rushing it through. These points are just as essential to hand compositors as they are to machine operators. Carelessness in taking a job frequently costs the boss many unnecessary dollars during a year.

It is a very good plan to furnish a customer with a proof, when possible, in order to place the responsibility in case of error where it belongs; but even this privilege is often abused by many patrons. Some look only at the style of type, totally ignoring gross typographical errors, seeming to be possessed with the belief that printers are infallible — it being absolutely impossible for them to make a mistake. Grave changes from the original copy should certainly be charged to the author of that copy, otherwise many jobs will cause the proprietor of the printing-office to lose money.

Another great mistake is made in composing-rooms where the employees are allowed to play, thereby losing a great deal of valuable time in "skylarking." We contend that when a boss printer gives his employees an eight-hour day and pays them the union scale without any hesitancy, he should be compensated by good, conscientious work. Time-slips are all right in an up-to-date office, yet they are, with some, similar to the cash register in the barroom — they can be "fixed" at times to suit the operation.

Another very objectionable character found in many printing-offices is the "clock-watcher." Before he begins his labors the clock must have struck the full time of starting. At the end of the day he is usually washed up and ready to quit before the hour for closing has arrived. This same individual is the most strenuous kicker when he is docked for tardiness. The only redress an employer has in the case of such a workman is the fact that when it becomes necessary to lay off help, that man can be picked out first.

The apprentice question is another very important study. If an apprentice fails to show any attachment for his work, either at the case or press, it is only losing time endeavoring to teach him the trade. Get rid of him as soon as possible. If, on the other hand, he shows an inclination to learn and takes an interest in his work, it is without question the business of the foreman in charge to give him all the necessary instruction possible, and to do all in his power to make a good workman of him. In this matter too little is done for the average apprentice. An incident that occurred in the office in which the writer is employed absolutely substantiates this fact.

About three years ago, a quiet, unsophisticated lad of about fourteen years came into the office as an errand-boy. From the beginning he showed great interest in his work, and all of his spare moments he spent in the mechanical department watching the presses, but saying nothing. At the end of his first year he was permitted to feed a press, and asked for a job in the pressroom. He showed unusual interest in this branch of the work and became one of the best feeders in the office, besides being a good, consistent workman, adhering strictly to the rules of the office. During this time we have seen several make total failures as pressfeeders, showing plainly that if one is interested in his work he will make a success of anything he undertakes. These complications are very frequently the result of a lack of foresight on the part of the foreman. If an apprentice fails to receive the support of the foreman in charge it is an absolute struggle for him to make a success.

We were very much impressed with "Pacific's" article on "Doing the Right Thing in the Wrong Way," which appeared in THE INLAND PRINTER last June. It contained important facts that should appeal to employing printers who manage their plants in a slipshod manner.

EM DASH.

NOT WASHED, BUT DRY-CLEANED.

A revival was being held at a small colored Baptist church in southern Georgia. At one of the meetings the evangelist, after an earnest but fruitless exhortation, requested all of the congregation who wanted their souls washed white as snow to stand up. One old darky remained sitting.

"Don' yo' want yo' soul washed w'ite as snow, Brudder Jones?"

"Mah soul done been washed w'ite as snow, pahson."

"Whah wuz yo' soul washed w'ite as snow, Brudder Jones?"

"Over yander to de Methodis' chu'ch acrost de railroad."

"Lawd, Brudder Jones, yo' soul wa'n't washed — hit were dry-cleaned." — *Successful Farming.*

Compiled for THE INLAND PRINTER.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES.

BY OUR SPECIAL CORRESPONDENT.

GREAT BRITAIN.

FOLLOWING a precedent of the year before, the noted printing and publishing house of Waterlow & Sons, of Finsbury, Dunstable, in December paid an extra week's wages to each employee who was in its service at the end of its fiscal year (September). It is said that this bonus entailed an extra distribution of about £10,000 ($50,000). And at that the company declared seventeen per cent of dividends in the year past.

RECENT regulations passed by the corporation of Edinburgh contain provisions directed against the public distribution of handbills, leaflets, etc., unless such are of a political nature. The reason for such regulations, says the *Newspaper World*, was the keeping of the streets clear of waste paper, but it is now discovered that they will seriously hit the printing trade of the city as well as the shopkeepers who have been used to advertising in this way. The printers are likely to lose no time in moving for a repeal of these regulations.

THE employing printers of Cork, Ireland, and the local branch of the Typographical Association have come to an agreement upon a new wage-scale. According to this the jobmen receive 36 shillings ($8.75) per week; overtime, 11 pence (22 cents) per hour for the first three hours, then 1 shilling (24½ cents) per hour; after midnight, 1½ shillings per hour; Saturdays, from 1 to 6 P.M., 11 pence; from 6 P.M. to midnight, 1½ shillings; Sundays, 2 shillings per hour till midnight. Composing-machine operators in job-offices—42½ shillings ($10.35) per week of 48 hours; overtime, 1½ shillings for each of the first three hours; 2 shillings per hour thereafter; Sundays, 2½ shillings per hour till midnight. Newspaper rates — night case hands, 38 shillings ($9.25) per week of 46½ hours; day case hands, 36 shillings per week of 48 hours; overtime, 1 shilling per hour; night machine operators, 47½ shillings ($11.55) per week of 46½ hours; day machine operators, 42½ shillings per week of 48 hours, with overtime at 1½ shillings per hour, and Sunday time at 2½ shillings per hour.

GERMANY.

THE Bavarian government is proceeding with the establishing of its own printing-office at Munich.

RUDOLF M. ROHRER, a printer at Brünn, on January 16 celebrated his twenty-fifth year as vice-mayor of his city.

AN association of persons interested in the color and painting-utensils trades, at a recent meeting in Munich, has decided upon the publication of a "German Colorbook," the intention being to fixedly determine and classify colors, their shades and tones, etc. The work will appear in two volumes and be published by Felix Kreis, in Stuttgart.

FOLLOWING its custom of previous years, the Vogtländische Maschinenfabrik, a large press-building concern at Plauen, in Saxony, distributed 60,000 marks among its officials and 100,000 marks among its workpeople as a Christmas offering. This disposition of $38,000 of its earnings indicates a profitable as well as generous business management, and places it somewhere in the Ford class.

THE wage-scale commission of the German printing trade has collected some interesting statistics. It finds that in 2,008 cities there are 7,439 printing-offices, employing 70,199 journeymen. Of these 98.1 per cent receive union-scale wages and 1.1 per cent receive less than the minimum; 8.7 per cent of the hand compositors still work by the piece. Of the 5,469 machine compositors 94.4 per cent work by the week, while 5.6 per cent work by the piece.

THE receipts and expenditures of the German government printing-office in the last five years are given as follows: Receipts — 1909, 11,958,400 marks; 1910, 11,545,300 marks; 1911, 11,751,600 marks; 1912, 11,788,000 marks; 1913, 12,130,000 marks; total, 59,173,300 marks ($14,083,245). Expenditures—1909, 8,236,600 marks; 1910, 8,253,200 marks; 1911, 8,480,400 marks; 1912, 8,561,800 marks; 1913, 8,862,300 marks; total, 42,444,300 marks $10,101,743). Surplus — 16,729,000 marks ($3,981,502).

THE *Stereotypeur*, published by the printing-machinery factory Kempewerk, at Nuremberg, has issued a special double number devoted to "*Schnellpressen-Tiefdruck*" ("Intaglio or Copperplate Printing on Rotary Presses"). There are twenty-six pages of German text, which fully explains the new methods, and compares their advantages with those of ordinary typography. Besides the illustrations in the text, there are several pages illustrating presses, as well as a very handsome cover, done by the rotary method. The price of this number is 2 marks (48 cents), and is worth the price to any German reader interested in the subject.

FRANCE.

THE general council of the Seine department has appropriated 5,000 francs ($965) to finance its representation at the coming international graphic-arts exposition at Leipsic.

THERE will be quite a pilgrimage of French printers next summer to the graphic-arts exposition at Leipsic. About two hundred have already expressed their intention to take part in an excursion now being arranged.

THE last Christmas number of *L'Illustration* was a most noteworthy one. Its cost of production was 5 francs per copy, while its selling price was only 3 francs. As it had a circulation of two hundred thousand, the issue represented a costly gift to the subscribers of the magazine.

WHETHER women shall be admitted to membership in compositors' unions is a question still bothering the craft in France. Recently the subordinate branch at Lyons denied membership to a woman, but the administration at the central headquarters of the typographical union admitted her and passed a vote of censure upon the local at Lyons. Strange to note, this was unsatisfactory to the advocates of women's rights, for at a meeting of a French feminist association at Paris a resolution was passed asking the suspension of the Lyons branch from the typographical union. This demand will most likely be disregarded.

AUSTRIA.

THE use of foreign terms and phrases is excusable at times, but it is well to exercise restraint therein. It often seems silly, as for instance the use in German offices of the French term "*metteur en pages*" to designate a make-up man. This remark is consequent upon noting that "Metteur en Pages" Eduard Nehrer, of Prague, has received from the Austrian Emperor a silver cross, topped by a crown, as a mark of distinction for long and faithful service.

BEGINNING in December last, much tribulation over wages and work conditions has existed in the various states and cities of this country, consequent upon a failure to agree upon a new scale to replace the old one, whose time had terminated. Instead of striking, the printers in many offices offered "passive resistance," that is, slowed up and

hindered production in devious ways. Discharges and lockouts followed on the part of employers; then strikes on the part of the workpeople. At present writing the end is not yet in sight, and it is difficult to prophesy what it may be. Meantime there is much embitterment shown in both camps, and the public in general is circularized by each with appeals for sympathy and help. The state of affairs affects eleven thousand printers and three thousand auxiliary workpeople. As the one thousand five hundred compositors on Viennese newspapers work under a separate wage-scale, they are not drawn into the struggle. A late report from Graz says that the employers in Steiermark have accepted the new wage-scale of the printers, and that the trouble may be considered as ended in that province.

RUSSIA.

THE board of censors has prohibited the entrance of all German newspapers into this country, and has instituted a particular inspection of other German periodicals.

THE Russian postoffice department now recognizes the metric system of weights, having adopted the international letter-weight unit of 15 grams (equal to 1.7 Russian *lot*), as against the former unit of 1 *lot*.

RUNNING a labor paper in this country includes plenty of tribulation. The *Novaya Rabotchaya Gaseta* recently issued its one hundredth number. Of its previous issues twenty-five numbers were confiscated, and the editors fined in amounts aggregating more than $2,500, because various articles fell under the ban of the press censor. The terms of imprisonment inflicted because of nonpayment of fines in seventeen cases totaled fifty-one months. The present editor of the *Gaseta* is the thirteenth. His predecessors are in prison.

BELGIUM.

AT a recent book auction a copy of "English Bijou," an almanac for the year 1738, bound in richly gilded covers, decorated with precious stones, sold for $15,000.

A RECENT report of the Musée du Livre states that the number of affiliated societies has increased during the past year from 44 to 59, including more than fourteen thousand members. The financial situation is very satisfactory. For 1914 appropriations have been made for the Musée by the Belgian minister of sciences, and the provinces of Brabant, Hainaut and Liège have given financial aid, and assistance from eastern Flanders is also expected.

THE Musée du Livre, at Brussels, about the beginning of February, will conduct an international exposition of postage-stamps, which promises to be highly interesting and instructive. This manifestation of the incessant activity of the Musée du Livre is under the patronage of M. Henry Carton de Wiart, minister of justice. The object is to demonstrate the scope of choice in the processes of printing postage-stamps and their presentation from an artistic point of view. Participation will be free.

NORWAY.

THERE was a short-lived strike of bookbinders in Christiania recently. As part of a new wage agreement the employees wanted a clause giving one week's vacation each year, with pay, to all after one year's service. The General Federation of Employers, with which the Bookbindery Masters were affiliated, refused to sanction this, though the masters had no objection to it. After the employees were out ten days, the federation came to terms. Under the new scale, which terminates August 31, 1919, a nine-hour day obtains in the trade, as well as increases in wage all along the line.

LUXEMBURG.

THE masters and the printers' union have agreed to extend the life of the wage-scale (which terminated January 1, last) to January 1, 1918. The day's work remains nine hours; on one day each week an hour is cut off. The daily wage, beginning with this year is raised 25 centimes (5 cents), and with January 1, 1915, 25 centimes more. The minimum wage for journeymen under twenty-four years of age is 31½ francs ($6.08), for those over twenty-four years 33 francs ($6.37) per week. Machine compositors receive twenty-five per cent more. The eight legal holidays are paid for, and each workman paid according to the scale is entitled to three days' vacation each year.

TURKEY.

THE military authorities have suppressed the three Greek newspapers which were published in Constantinople, leaving a population of a half million Greeks of the city without a journal.

THERE is now issued in Constantinople a journal for women, published by Mrs. Hurieh Hanum, the wife of a Turkish journalist. The name of it is *Kadinear Dunjasse (The Woman's World)*. It avoids all political subjects, and employs only women writers.

DENMARK.

A NEW wage-scale, starting January 1, 1914, and to be in force seven years, has been agreed upon in the Danish printing trade. Minimum wages are increased by 1 to 4 crowns (27 cents to $1.07). The piece rate for composition is increased 3 öre (.8 cent) per thousand letters. A further increase is provided to come into effect January 1, 1917. No change was made in working hours, which are fixed at eight and one-half hours per day in Copenhagen and nine hours in the provinces.

KOREA.

NOT less than 86,686 engraved wooden printing-blocks, containing Buddhistic moral precepts *(sutras)* and over eight hundred years old, are reported to have been discovered in the barn of the old Buddhist monastery of Häinssä, in the Hyopdshong district. Being perhaps the oldest wooden printing-blocks in the world, their artistic and bibliographic value can scarcely be estimated highly enough.

SWEDEN.

THE Wald. Zachrissons Boktryckeriaktiebolag, in Göteborg, recently printed catalogues in fourteen different languages for a large Swedish machine factory. Among these languages were the Turkish, Servian, Lithuanian, Russian and Islandish, for which this printing-house also furnished the translations.

HOLLAND.

FOR the first time in this country, a national wage-scale for printers has been agreed upon between masters and men. The maximum day's work is fixed at nine and one-half hours, and increases of wage, especially in provincial towns, have been obtained.

NEW ZEALAND.

THE supreme court has given a decision that it is not permissible for the printers' union to appropriate money to assist members of unions of other trades who may be out on strikes.

HUNGARY.

THE city of Kaschau honors typography by naming a new thoroughfare Gutenberg street.



IN JACKSON PARK, CHICAGO

Four color engraving by the Barnes-Crosby Company, Chicago
Printed by The Henry O. Shepard Company, 632 Sherman Street, Chicago
with Philip Ruxton's Duilo Process Inks—Yellow 165, Red 308, Black 166, Blue 185

Written for THE INLAND PRINTER.

THE LITERATURE OF TYPOGRAPHY.

XIV.— HISTORIES OF PRINTING IN AMERICA — *(Continued)*.

SOUTH CAROLINA, NORTH CAROLINA, GEORGIA, OTHER SOUTHERN STATES, AND KENTUCKY.

BY HENRY LEWIS BULLEN.

ONE book constitutes the quota of South Carolina to this literature. "The Newspaper Press of Charleston, S. C.: a Chronological and Biographical History, embracing a period of one hundred and forty years," by William L. King, Charleston, 1882, 16mo, 200 pages, worth about $3. It supplies information not found elsewhere, but is not invariably reliable, nor does it contain all the facts. Thomas Whitmarsh was first printer in Charleston, starting in 1731, establishing a newspaper, *The South Carolina Gazette*, weekly, $15 per year. Whitmarsh, dying in 1733, was succeeded by Lewis Timothy, who came direct from B. Franklin's print-shop in Philadelphia. It is probable that Whitmarsh had been sent to Charleston by Franklin, and that Franklin owned the plant. We know that he was a partner with Timothy, as he was with several others. Lewis Timothy was succeeded by his widow, and by his sons Peter and Charles. *The Charleston Courier*, now the oldest paper in Charleston, was started in 1803. One of its proprietors was Peter Timothy



Sequoyah, Cherokee Indian, inventor of the Cherokee Alphabet; the "Cadmus and Gutenberg of the Cherokees."

Marchant (a grandson of Peter Timothy), who withdrew from the paper in 1809. The published correspondence of B. Franklin affords additional information about this virile Timothy family. Apart from our subject, may be mentioned a curious little book, "Sketch of the Life of Thomas Singularity, Journeyman Printer, by Jeremiah Hopkins, his fellow-apprentice and companion," London, 1835, 12mo, worth about $1.50. Singularity, a foundling, was taught printing in Charleston in 1807-14, and developed into a tramp printer, journeying through the South. Hopkins sometimes accompanied him, and gives an intimate account of a tramp-printer's life.

Printing in North Carolina has found a trustworthy historian in Prof. Stephen B. Weeks, University of North Carolina, in "The Press of North Carolina in the Eighteenth Century, with Biographical Sketches of Printers, and Account of the Manufacture of Paper and a Bibliography of the Issues," Brooklyn, New York, 1891, 8vo, 80 pages, worth about $2.50. James Davis was the first printer (in 1749), at New Bern, receiving a subsidy of $800 annually from the State. In 1755 Postmaster-General B.

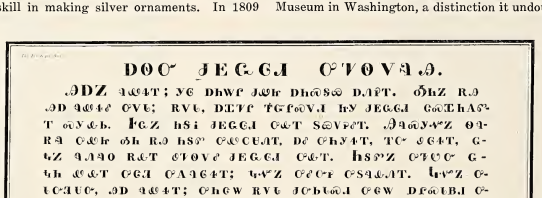


John Bradford, pioneer printer and editor of the West. Born 1749, died 1830.

Franklin appointed Davis postmaster in New Bern, and for managing the mails in North Carolina he received $500 per year, and later on $650. He started the first newspaper, the *North Carolina Gazette*, in 1755. Davis died in 1785, possessed of a large estate in land and negroes. He bequeathed his printing-plant to his son. The historian writes: "Perhaps, next to Wm. R. Davie, 'the father of the university,' on the roll of men who did the greatest work for the State in the eighteenth century, should stand the name of James Davis, the printer." The most notable printer of North Carolina was Joseph Gales, the elder, who learned printing in England. He published a newspaper in Sheffield, England, and favoring the ideas of the French Revolution, was compelled to exile himself, arriving in Philadelphia in 1794. In 1799 he started the *Register* in Raleigh, and made it the leading newspaper of the South. His son, also Joseph Gales, and a son-in-law, William Winston Seaton, owned the *National Intelligencer* in Washington, D. C. Gales & Seaton were leaders there both in journalism and printing from 1810 to 1866. They were government printers from 1819 to 1835, and from 1843 to 1845, with brief intermissions. The history of the printing activities of Gales & Seaton is found in "William Winston Seaton, of the National Intelligencer, a Biographical Sketch, with passing Notes of his Associates and Friends," Boston, 1871, 16mo, 385 pages, worth about $2; and also in "History of the Government Printing Office, at Washington, D. C., with a brief Record of the Public Printing for

a Century, 1789-1881," by R. W. Kerr, Lancaster, Pennsylvania, 1881, illustrated, 8vo, 196 pages, worth about $2.50.

Georgia has had no historian of its printing, although there is interesting material scattered in proceedings of historical societies, magazine articles, and other sources. Printing was first introduced in Savannah, in 1763, by James Johnston. The most interesting episode in the history of printing in Georgia concerns the Cherokees, whose ancestral home was there. These Indians, protected as they supposed by a treaty entered into with a so-called Christian nation, organized a government in 1820 in their reserved territory, and adopted a constitution in 1827. The noteworthy degree of civilization they attained was developed by the invention of the Cherokee alphabet and the introduction of printing in Cherokee by that truly great Indian, Sequoyah, or George Guess. Born in 1760, near Tuskegee, in Alabama, he became a hunter and fur-trader, and developed skill in making silver ornaments. In 1809 he conceived the idea of making an alphabet to express the sounds in the Cherokee language. After enduring ridicule, repeated failures, and without support from any quarter, he presented to the chiefs of the Cherokee Nation a wonderfully effective alphabet of eighty-five characters, capable of expressing every sound in Cherokee with such precision that any one speaking Cherokee can learn to read and write in a few days. Our own alphabet is far less phonetically effective, although Sequoyah's letters are crudely formed. Types were cast and a national printing-plant established in New Echota, in the northwest section of Georgia, and within a few months thousands of hitherto illiterate Indians were able to read and write and receive instruction and ideas toward civilization. The Cherokee Nation thereupon rapidly advanced in knowledge and material prosperity, proving once again that the printing art is the greatest civilizing agency with which mankind has been blessed. In 1827 the *Cherokee Phœnix* was issued in New Echota. In 1829 gold was discovered in the Cherokee reservation, and the white people began the task of forcing the Indians to abandon their cultivated lands. By disgraceful trickery, sanctioned by the National Government, a small minority of the Cherokees were inveigled into signing a treaty of expatriation to the Indian Territory of our own time, once embracing the present State of Oklahoma. The majority, however, patriotically fought for their homes. The Cherokee war produced on our side the usual crop of heroes and pensioners, the robbery was consummated, and the Cherokees expelled. They established a new capital at Tahlequah, Indian Territory. There they continued to print. The *Cherokee Phœnix* was also continued there, and under various names and vicissitudes finally expired in 1912, its latest name being *Cherokee Advocate.* Early in 1914 the old hand press on which this celebrated newspaper and many books in the Cherokee language had been printed for three-quarters of a century was reverently buried in a vault constructed for the purpose by the Cherokee Nation in the grounds of the courthouse in Tahlequah. Truly, the burial of a short-lived literature — short-lived because all the Cherokees now use the English language. An effort is being made by the director of the Smithsonian Institution to have this relic transferred to the National Museum in Washington, a distinction it undoubtedly merits.



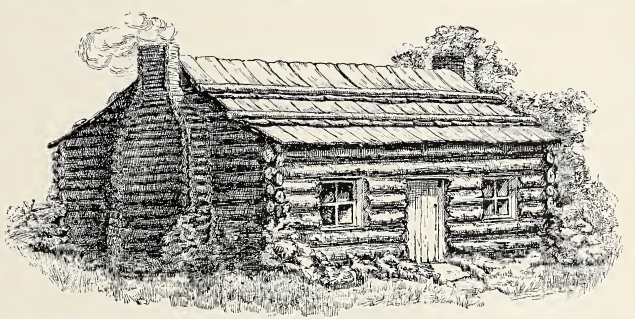
Example of lettering in Sequoyah's Cherokee Alphabet; the Parable of the Prodigal Son in Cherokee.

In recent years the Cherokees have been treated with justice. Some of them are in Congress, and others hold official positions in Washington. The work of the great Sequoyah did not entirely fail. Unhampered by the ruthless greed of their white brothers, who can tell to what heights of civilization the Cherokee printers would have led their nation. The results until 1838 were wonderfully good, but at all times since Sequoyah's invention the Cherokees have excelled other Indian tribes in civilization.

Printing commenced in Florida with the starting of *The Floridian,* in Tallahassee, in 1828; in Tennessee, when the *Gazette* was established at Knoxville by R. Roulstone in 1793; in Louisiana, when *Le Moniteur* was started in New Orleans in 1804, and the *Louisiana Gazette,* in the same year, by John Mowery; in Alabama, at Huntsville, in 1812; in Arkansas, at Arkansas Post, in 1819; in Texas, at Brazoria, in 1830. No one, apparently, has considered it worth while to search out the history of printing in these States, and yet efforts toward such histories would disclose much that is interesting, especially in Louisiana and Tennessee. In the whole South but two men have honored printing by recording its history. There are histories of the bench and bar, of horse-racing, of gambling, of medicine, and of preachers; but printing, which does greater service to the South than any of these occupations or institutions,

is relegated to the obscurity which befits the work of "butchers, bakers and candlestickmakers." May this condition, not flattering to the printers, be soon mended. Every country in Spanish-speaking America has its history of printing — several of them more than one — and these fill a fair-sized shelf. Is printing in Costa Rica or Nicaragua more important than printing in Georgia and Tennessee, or is it only that there is less respect for the occupation in the States which present no brighter page in their histories than the work of Sequoyah, the Cadmus and Gutenberg of the Cherokees?

Kentucky early typographic history is authoritatively recorded in "The Pioneer Press of Kentucky, from the Printing of the first Paper west of the Alleghanies, August 11, 1787, to the Establishment of the Daily Press in 1830," by William Henry Perrin, illustrated, 4to, 93 pages, Louisville: John P. Morton & Co., printers to The Filson Club, 1888. The Filson Club devotes itself to elucidating the



The first printing-house in Kentucky, established in Lexington in 1787 by John Bradford.

annals of Kentucky. When John Bradford opened his printing-plant in Lexington, in 1787, and started the *Kentucke Gazette*, Kentucke was a county of the State of Virginia, the legislature of which State changed the spelling to Kentucky some time afterward. In 1784 the pioneers began to agitate for a separate State government. In 1785 a convention toward that desire, held in Danville, adopted the wise resolution: "That to insure unanimity in the opinion of the people respecting the propriety of separating the district of Kentucke from Virginia, and forming a separate State government, and to give publicity to the proceedings of the convention, it is deemed essential to have a printing press." A committee was formed to carry out the project, but two years elapsed before certain guarantees induced John Bradford to undertake to fill "the long-felt want." In July, 1786, the board of trustees of Lexington ordered "that the use of a public lot be granted to John Bradford free, on condition that he establish a printing press in Lexington." Bradford sent to Philadelphia for his outfit, which did not arrive until a year after. The *Kentucke Gazette* was a small four-page sheet, and in its first issue Bradford says: "My customers will excuse this my first publication, as I am in much hurry to get an impression by the time appointed. A great part of the types fell into pi in the carriage of them from Limestone [Maysville] to this office, and my partner, who is the only assistant I have, through an indisposition of the body, has been incapable of rendering the smallest assistance for ten days past." The *Gazette* continued chiefly in the ownership of John Bradford and his son Daniel until 1840, when under other ownership it declined in influence and ceased to appear in 1848. Mr. Perrin relates the spread of the press in Kentucky from Bradford to Haldeman and Waterson in interesting and accurate style. The earlier numbers of Bradford's *Gazette* give a true picture of frontier conditions. It announced that "persons who subscribed to the frame meeting-house can pay in cattle or whisky," and an advertiser states that "I will not pay a note given to Wm. Turner for three second-rate cows till he returns a rifle, tomahawk and blanket I loaned him." Articles advertised are spinning-wheels, knee-buckles, gun-flints, buckskin for breeches, hair-powder and saddle-bag locks. There is a notice that "a company will meet at Crab Orchard next Monday for an early start through the wilderness; most of the delegates to the State Convention at Richmond (to adopt the Constitution of the United States) will go with them."

John Bradford, the pioneer printer and editor of the West, a native of Virginia, was born in 1749. He was a practical printer (and so it is written was his father before him), but where he acquired his art I have not discovered. He served through the Revolutionary War, and went to Kentucky, apparently with no intention of resuming the printing occupation. In Kentucky he was highly esteemed, for a long time president of the trustees of the village of Lexington, chairman of the board of trustees of Transylvania University, and was public printer from 1792 to 1798, receiving $500 a year as a subsidy. He printed several books. Between 1825 and 1830 he published "Notes on Early Kentucky History," the source of most of the information we have relating to early Kentucky history. He was popularly known as "Old Wisdom," and when he died, in 1830, he was high sheriff of Fayette County. Altogether it would seem that the pioneer printer of Kentucky was a fine example of the printer in the times when printers were respected *ex officio* because of the importance of their work to the communities in which they lived.

The next paper will deal with typography west of the Ohio and Mississippi rivers.

PROCESS ENGRAVING

BY S. H. HORGAN.

Queries regarding process engraving, and suggestions and experiences of engravers and printers are solicited for this department. Our technical research laboratory is prepared to investigate and report on matters submitted. For terms for this service address The Inland Printer Company.

Mounting-blocks That Will Not Warp or Shrink.

Sawdust mixed with a binding material and pressed into blocks has been suggested as a material for mounting printing-plates. Wood treated with various substances to fill the pores and keep out moisture has likewise been tried. Here is the method patented by an English engraving firm for making mounting-blocks:

Well-seasoned oak plank is sawed to 5/16 of an inch thinner than the usual mounting-wood. This oak plank is then scored almost through into 1-inch squares and then cut up into sizes 5/16 of an inch smaller than afterward required. Each block is put into a flat casting-box and supported in such a manner that there is equal space all around. Stereotype metal is then poured into the box which not only encloses the wood block but runs into all of the saw cuts which are almost through the block. The metal-covered wood block is then planed top and bottom and at the sides and is ready for use. It can not be sawed into pieces, as that would expose the wood to the air and destroy its purpose. These metal-covered wood blocks are said to give great stability, accuracy, and freedom from any liability to warp or shrink when exposed to varying atmospheric conditions. If any readers of THE INLAND PRINTER know of a better method of making a reliable mounting base it is to be hoped they will tell about it here.

The Cost of Rotary Photogravure.

"Publisher," New York, asks for "all the information available regarding rotary photogravure." Among the questions are these: "How does rotary gravure compare in cost with half-tone engraving on copper?" "What sort of ink is used and where obtained?" "And at what speed can rotary gravure be printed on a newspaper?"

Answer.— The cost of "rotary gravure," as it is being termed, including the production of the etching on the copper roll, is at present slightly greater than copper half-tone blockmaking, though it will be the reverse when experience with it increases. The cost of the copper roll depends on whether it is a copper casting or whether it is a shell of copper deposited by a battery on a steel cylinder. The ink used has the consistency of thin soup, and the best made thus far comes from Germany, though quite satisfactory ink is made here. According to T. Thorne Baker, an English authority on this subject, the ink usually used in rotary gravure is an anilin dye dissolved in xylol and therefore extremely evaporative, which is quite necessary to prevent offsetting. Now as to the printing speed: They are printing small papers in Germany at twelve thousand an hour, but speed depends on the diameter of the cylinder, for the reason that a new difficulty enters here. The ink is so fluid that as the cylinder increases in diameter there is the danger of the ink being whirled off by centrifugal force. It is expected that before the end of this year from six to eight rotary-gravure machines will be installed in Chicago, four in Philadelphia, two in Cleveland and at least a dozen in New York, so that we will soon have practical knowledge on all these questions.

Brief Replies to a Few Correspondents.

William England, San Antonio, Texas: The carbon tissue you require for the rotary-gravure process can be had only from George Murphy, 57 East Ninth street, New York. The carbon tissue to order is labeled "G-4" and "G-5."

Rudolph E. Hassler and others who inquire for a simple process for engraving an occasional cut will be duly informed through this department when there is such a method on the market.

Peter C. Oviatt, Houston, Texas: For printing on the offset press it is not necessary to dampen even the hardest bond paper.

Penrose's Pocket Diary does not come to this country in sufficient numbers to supply the demand, but Mr. Gamble promises to send a large edition before next Christmas so processworkers here may get the benefit of this most valuable booklet.

The *Weekly Times Annual* arrived from Melbourne, Australia, better than ever in its display of processwork and color-printing. In both of these lines of work it compares with similar work produced anywhere.

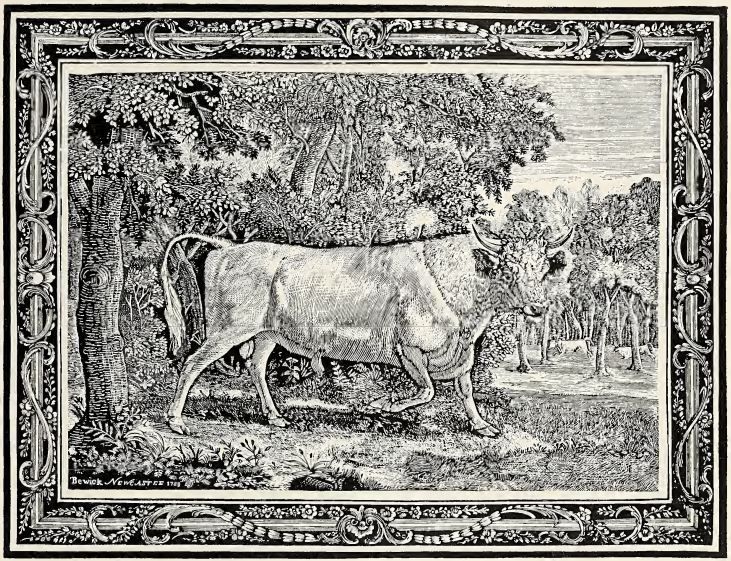
"Operator," New York. That bluish color you complain of in your negatives, after fixing with cyanid, is due to some of the iron developer remaining in the film. To remedy, wash more after development.

"Printer," Chicago: The trouble with your mezzograph engravings is, you are printing from electrotypes instead of the originals. Mezzographs do not lend themselves to electrotyping.

The House of Penrose Celebrates Its Twenty-first Birthday.

The House of Penrose, London, has just celebrated its twenty-first birthday, and every processworker in the world is its debtor and well-wisher. Its growth has been synonymous with photoengraving everywhere, and to this growth it has been one of the chief contributors. *Process Work* says of its beginnings: "We started with the idea that there was a need for a store where processworkers could obtain all they required. At that time the trade had to buy its supplies here, there and everywhere, often at great inconvenience and unnecessarily great cost." About the same condition that Penrose found in England in 1893 has continued all these years in this country. There is no

Penrose in America, though in this department the want has been frequently referred to. Many of the inquiries reaching this department are in reference to where this or that requisite can be purchased. It was hoped that Penrose would establish a branch in the United States. They frankly attribute their success to printing-ink in these words: "If we were asked to what we chiefly attribute our success, we would point to our little journal *Process Work*, which has now for twenty years been continuously published, and which has been our principal means of communication with



THE CHILLINGHAM BULL.

Thomas Bewick, born in England, August 12, 1753, died November 8, 1828, is known as the father of modern wood engraving. The Chillingham Bull, engraved in 1789, is considered his masterpiece and is mentioned in all histories of wood engraving. This reproduction is from a reproduction of the original engraving in *Penrose's Annual*, and has consequently lost something of the tones of the original.

our world-wide circle of customers. Then, again, the Year Book proved our mainstay of publicity. It was a success from the first, not financially, but as a means of making our house known. Its nineteen volumes form a complete history of the progress of processwork. What wonderful changes our volumes show, and what marvelous progress in the quality of processwork. Take only the three-color process which was in its cradle when our business began! Rotary photogravure, if it had been thought of, had not emerged from the laboratory of its inventor. Offset lithography had not been conceived." All of which is true, but we on this side of the Atlantic attribute the success of the House of Penrose to the industry, perseverance, literary as well as artistic skill and giant brain of a most modest gentleman named William Gamble. May he long be spared to enjoy the fruit of his labor is the wish of every process-worker.

Separating Colors Mechanically.

D. McPherson, Dundee, Scotland, requests an opinion from this department regarding an invention of John Bryson Hay for separating colors in a picture for reproduction either by lithography or by photoengraving. Mr. Hay's method consists in taking the original picture in colors and running it between the rollers of a graining machine so that the embossed grain upon the surface is as deep as possible. The colored sketch is then laid upon a drawing-board with a slightly convex surface, and transparent transfer-paper or thin tracing-paper is then stretched across the slightly convex drawing and fastened there. An artist draws with a litho-crayon on the transfer-paper all the yellow in the picture, for instance, the grain in the original giving him a grain on the transfer-paper. After all the yellow is recorded on the sheet of transfer-paper it is removed, another sheet of transfer-paper secured in the same manner over the original in colors, and another color drawn on the transfer-paper. When all the colors are separated on the different sheets of transfer-paper they are transferred to stone and proved up for possible

corrections. For relief-plate engraving, tracing-paper is used and the different tracings reduced or enlarged as required for the color-plates.

Answer.— The invention of Ozias Dodge, of Norwich, Connecticut, called the Norwich film, enables one to do all this in a more simple and better manner without graining the original. The Norwich film is transparent and is grained on its surface, so that drawing upon it is easy. It is a most perfect transferring medium. Further, the drawing on the Norwich film can be turned into a negative and prints made upon sensitized stone or metal. On the whole, it would appear as if the Yankee was ahead of the Scotchman, as usual.

Dry Plates for Processwork.

J. W. Murphy, Brooklyn, who is having trouble in using process dry plates, might try the formulas recommended by W. T. Wilkinson in the *Process Photogram*, as follows:

The developer recommended as best is:

No. 1.	Hydrokinone	1 ounce
	Metabisulphite potash	1 ounce
	Potass. bromid	1 ounce
	Water	40 ounces
No. 2.	Caustic potash	2 ounces
	Water	40 ounces

For use, take equal parts, shaking each bottle before using. Develop for three minutes at a temperature of 65° F., rinse quickly before fixing in:

Hyposulphite of soda	6 ounces
Water	20 ounces
Metabisulphite potash	1 ounce

The clearing or "cutting" solution is:

Hyposulphite of soda	5 ounces
Water	20 ounces
Metabisulphite potash	¼ ounce

To this add sufficient of a strong solution of ferricyanide of potash to just color it yellow. The clearing must be watched carefully so as not to lose intensity, and plenty of washing must follow.

The best and only reliable formula for mercury intensifier is:

Mercury bichloride	1 ounce
Ammonium chloride	1 ounce
Water	20 ounces

After bleaching the negative in above mercury solution, wash for not more than five minutes and blacken by immersion in:

Soda sulphite	1 ounce
Water	10 ounces

Wash a few minutes, rub over the surface with a tuft of wet cotton and then dab the surface with a clean damp chamois leather to remove the excess of moisture, then immerse for five minutes in:

Formalin	1 ounce
Denatured alcohol	80 ounces

Dab again with damp chamois leather and dry over stove.

Orthochromatic Wet Collodion.

How frequently do we get copy for both line and halftone which has the design on yellow paper. Sometimes it is a photograph in brown on a sepia or India-toned paper. Or, it may be a faded photograph which has the original whites turned yellow. In these cases we are usually obliged to copy these yellow originals first by means of an orthochromatic dry plate, and make a new photographic print from the orthochromatic negative, this print being used to photoengrave from. W. T. Wilkinson tells in the last *Penrose Annual* how ordinary collodion may be orthochromatized so as to dispense with dry plates. He says:

"When making negatives from line originals upon yellow paper, the addition of a little eosin to the collodion and the use of a yellow filter (Wratten's K1 or K2) will make all the difference in the negatives, but the darkroom illuminant must be red, not bright yellow. The exposure through the filter must be greatly increased, being at least five times greater than without a filter. A formula for the eosin is this:

Eosin	1 dram
Alcohol	10 ounces

Ten minims of this eosin-dye solution is added to each ounce of ripe bromo-iodized collodion. The addition makes no alteration in the ordinary working of the collodion, so long as the darkroom illumination is correct for the altered color sensitiveness of the orthochromatized collodion."

Graphic Arts Exposition Poster.

The poster which heralds the Graphic Arts Exposition at the Grand Central Palace, New York, during the week of April 18 to 25 is in itself a work of art. A reduction of the key-plate is shown here, though it does little justice to



the poster itself. The color-scheme shows a red printer's devil tugging at a hand press. Behind him is a circle of a mystical green. The lettering is white outlined with gold, the ground of the whole poster being in two shades of purple. The poster is dignified, graceful in design and beautiful in color, and is highly creditable to the Farmer-Zehr Engraving Company, of New York, who designed and engraved it.

PROOFROOM

BY F. HORACE TEALL.

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

A Puzzle.

M. L., Mt. Morris, New York, sends this: "Please inform me as to the true meaning of the following: 'The average knocker thinks as much of himself as if he were his own grandmother.' This is to settle a dispute. A claims that the knocker is in this case comparing himself to a grandchild thinking the world of his grandmother, while B claims that he is comparing himself to a grandmother thinking the world of his own grandson."

Answer.— I do not feel competent to settle so erudite a dispute. But I should guess the meaning might be that as a child thinks his grandmother knows everything, so he may think he knows as much as he thinks his grandmother knows. But what has this to do with proofreading?

Consistency in Compounding.

J. V. L., New Brunswick, New Jersey, writes: "I am interested in the attempt to reduce compounding to a system in the New Standard Dictionary, but have been somewhat disappointed to find that all words with the prefix 'non' are still hyphened, as in the earlier edition, notwithstanding the tendency in some quarters to drop this practice. I have in mind particularly the publications of the U. S. Geological Survey, in which these words are printed without the hyphen. Whether with or without the hyphen, I am at a loss to understand why 'non' should be printed with, while 'un,' 'pseudo,' and a host of other prefixes are printed without the hyphen, unless this is merely intended as a record of current usage and not reducible to system.

"Are any such words compound words, in the proper sense of the term? I shall appreciate any word from you that may help to set me straight in this matter and enable me to get at the underlying reason for what appears on its face to be an inconsistency in the New Standard."

Answer.— The attempt made in the Standard Dictionary to "reduce compounding to a system" was not such an attempt as people seem to think that system demands. Moreover, the specific attempt made there, as entrusted to one editor as a department, comprehended only the question of joining or separating of English words, and did not include the words mentioned in the letter. In the sense of the term that is proper to that work, the prefix words are not compounds. Literally they are compounds, as being made by uniting two elements, in which sense geography is a compound; but geography is not technically a compound in English, the common use of compound restricting it to such elements as in the literal translation of geography, earth-writing. Consistency was desirable as far as possible, but was known to be impossible of attainment throughout.

Almost everybody knew that all preceding dictionaries were full of inexcusable differences, such as Worcester's New Testament and Old-Testament, new-red-sandstone and old red-sandstone, and that they used hyphens without any reference to propriety, as in Worcester's old-age, old-bachelor, above-all, Indian-arrow-root. The Century Dictionary corrected a great deal of this, but still used too many hyphens; it did not even recognize the almost universal close forms baseball and football, but gave base-ball and foot-ball. Webster's International Dictionary professed to reject all hyphens as far as possible, but gave countingroom, drawing-room, dining room, and left numerous hyphens in words exactly like others from which they were omitted. It gave hare's-tail as the name of one plant, lion's tail for another, and had fifty such names hyphened and seventy not hyphened. On Webster's New International Dictionary those in authority, having attention called to the plant-names, had the hyphen put into each, of course as a measure of consistency; but they would not listen to the plea for consistency any further, so there we have angel fish, devilfish, letter writer, story-writer, breastbone, jawbone, cheek bone, hip bone, goldbeater for one who beats gold, but gold washer for one who washes gold.

The correction of these glaring differences was undertaken in the Standard by one man, with the distinct understanding that he must have unchallenged control throughout, and that he would be often so influenced by settled usage that absolute consistency could not be attained. Consequently this phase of the Standard Dictionary appears as one man's work, just as if it were in a separate book made by that one man. It is as close to being a record of the best literary usage as that one man could make it, but he has no idea whatever of attempting to prescribe its adoption as the only right practice. He does reiterate that it shows throughout what he considers right, and that he has seen or heard nothing that causes him to waver in that belief.

In the case of the prefixes no one person exercised such close oversight, and the apparent inconsistency is there now probably just because it was so before. Such words have never been shown with clear consistency of form in any dictionary, and they do not appear so in literature. Words with non- have always shown more use of the hyphen than any of the others, and we may guess at a reason. Non- is always a prefix in English, but is a complete Latin word, while the others are merely fragmentary in any language. Non- is thus much nearer to the effect of a word used in composition than any of the others, though some of them also sometimes have that effect. Webster's New International is the only dictionary that ever gave nearly all non- words without a hyphen, and even that one

has some exceptions. A tendency in some quarters does not always exemplify the most reasonable practice. A more satisfactory statement does not seem possible without much more work than it is worth.

Written for THE INLAND PRINTER.

DISAGREEMENTS ABOUT STYLE.

BY F. HORACE TEALL.



HIS subject is suggested for consideration by a letter written by an editor to a proofreader, evidently in answer to some criticisms of style in the editor's paper. Of course the editor does not perceive the correctness of some of his correspondent's suggestions of change. Punctuation and capitalization were the subjects of disagreement, and the disputants were apparently — one firm and the other obstinate. Which was which depends on whose cow kicked the fence. You know, when I persist in practice contrary to your choice I am obstinate; when you persist against me you are firm.

Whether it is worth while for any person to criticize minutely the work of another, in a faultfinding spirit, must remain a matter for personal decision. On some occasions, and in some circumstances, it may be so; but in a case of this kind, where apparently the critic had no interest other than the general one of zeal in advocacy, another method of advocacy seems preferable.

I am forcibly reminded of two incidents in my own experience. On beginning as editorial proofreader (that is, special reader in the editorial room) of a large reference-book, I was requested to read some sample pages and make such suggestions as I chose as to style in any respect. I found in the work of an outside editor one comma where it plainly should not be without a complementary one, in a clause of a kind that would be often used. My comment was sent to the editor, who answered it by marking out the comma he had used and inserting the other one. When he got the comment that this only shifted the error he wrote, "There is no error in my work." Nothing more was said; what is the use of saying anything to a man who never makes an error? Thereafter I simply used the two commas.

I was told by the editor-in-chief that some changes would be made as suggested, but a particular one that I thought much needed would not be. In speaking of this I asked, "What is the use of my being the special proofreader if I can not control the use of a comma?" "What is the use of my being chief editor if I can not control?" I told the editor that if any one consulting the book, on being bothered by what he thought to be bad punctuation, was moved to comment on it, his question would be, "Why did they not have a proofreader who knew how to punctuate?" He would never think of blaming the editor. But the question of detail immediately discussed did not involve any essential error on either side, and of course it would have been grossly impertinent for me to make any further objection.

The same man who sent me the letter mentioned once wrote that a man had said to him that punctuation is only an artificial device to help the ignorant to understand more quickly what they read. Nothing could more clearly show irreconcilable difference in men's thinking than such an opinion by some and the extreme opposite by others. Yet even this unthinking estimate of punctuation affords good basis for assertion that it is very important. It is really just as necessary for the learned as for the ignorant; in fact, it is more important for them, since the very same words often mean one thing without points and something else with points, and presence or absence of points is the only means of determining the intention.

Between the two extremes of opinion as to the general value of punctuation are almost innumerable differences in regard to details. In each case, where any one has reached a decision through study, he thinks he has decided properly, and is usually firm in asserting that his way is that of the best authorities. Another element of disagreement is found in the fact that others do not accept his choice of authorities. On such a point who shall decide? Evidently the decision of the practice must be the prerogative of the employer, who may exercise it personally or appoint a representative, often a proofreader. In either case subordinate proofreaders must accept the authoritative decisions, which inevitably will often involve the use of forms against which they can cite good authorities.

Among the things criticized to our editor must have been the omission of a comma after a name followed by a locality, for a sentence in the letter is this: "When you write 'John Smith, of Franklin,' with the commas, you are flying in the face of authority and going with the daily papers. The commas do not belong there unless you wish to distinguish John Smith of Franklin from John Smith of some other place." This assertion of flying in the face of authority can have no weight without naming the authority. Many daily papers omit the commas, and those which use them would be defended by the claim that they are thus in accord with authority. Omission of the commas would be the better means of distinction, rather than their use. It is advisable to be cautious in such matters of positive assertion when there is no absolute right and wrong, and the only provable fact is that some people adopt one form and some another.

It is absolutely impossible to procure universal agreement in style, and generally those who strive for it devote their efforts toward adoption of their own choice. I naturally think my way is best, especially when I have reached it through long and careful study and comparison of all the opinions and decisions that I can find; but even in regard to matters where I have firm conviction that one way is right and another wrong, it still remains true that many others are as firmly convinced in the opposite way.

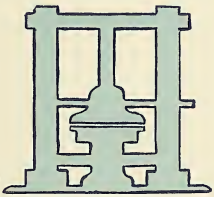
BLIND TO HEAR PRINTED CHARACTERS.

The fact that metallic selenium is a better conductor of electricity when light shines upon it than when in the dark, is the basis of numerous experiments looking toward ameliorating the condition of the blind. A recent invention called an optophone consists of a box containing a checkerboard group of selenium cells, each connected with a modified telephone receiver which is applied to the ear. When a printed page in large type, as a poster, is passed in front of this instrument in a strong light, each cell in the group will sound a musical note in the receiver, and the blind man may detect the letter from its note or chord. The letter A, for example, when passed in front of this instrument gives a rising and falling scale, while the middle bar maintains the note for a perceptible instant. The blind man quickly learns to distinguish this combination of sounds as A, and in time to memorize the alphabet. Refinement of the process may, possibly, revolutionize the whole field of teaching the blind.— *Popular Mechanics.*

WHAT a man knows should find expression in what he does. The chief value of superior knowledge is that it leads to a performing manhood.— *Bovee.*

TITLE PAGES

A FEW SUGGESTIONS
ON THE TREATMENT
OF TITLE PAGES FOR
PROGRAMS

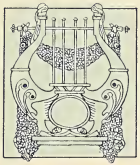


The Chicago Music Club



Annual Program
1913-1914

The CHICAGO MUSIC CLUB

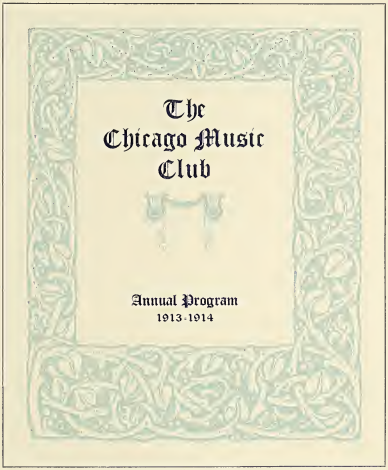


ANNUAL PROGRAM — 1913-1914



THE CHICAGO MUSIC CLUB

ANNUAL PROGRAM
1913-1914


The
Chicago Music
Club
Annual Program
1913-1914

THE CHICAGO MUSIC CLUB

ANNUAL PROGRAM 1913-1914

The

CHICAGO MUSIC CLUB

ANNUAL PROGRAM

1913-1914



THE CHICAGO MUSIC CLUB

ANNUAL PROGRAM



1913-1914

JOB COMPOSITION

BY J. L. FRAZIER.

In this series of articles the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles—the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws.

The Composition of Title-pages.

The characteristics of a person can be ascertained to a great extent by an inspection of the front door of his home or office. A marred, unclean entrance would lead you to believe the occupant a careless, slovenly individual. A clean but plain and unadorned door would indicate the person living there to be a stern person, perhaps, possessed of little artistic feeling. Should the glass in the door be decorated and the walls of the hall brightened with a few good pictures you would immediately infer that the occupant was of an artistic temperament.

Just as the front door gives you an insight into the characteristics of the occupant of the house, so should the title-page give the key-note to the style of the book, for it is to the book just what the door is to the house — the introduction. The chapter headings should be kept in harmony with it. It should be set in a type-face that harmonizes with that used in the body of the book and the same motif should govern the decoration.

Historically the title-page has been developed from the colophon of the early printed books. The colophon, however, occupied the last page of the

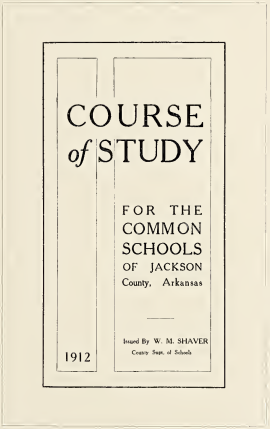


Fig. 1.
An illegible design, due mainly to the attempt on the part of the compositor to make his copy fit a design he had seen in another piece of work.

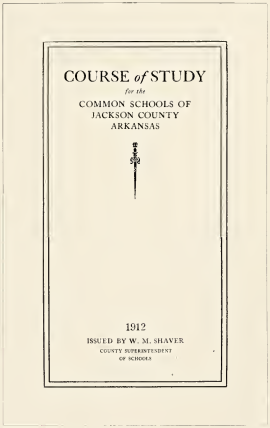
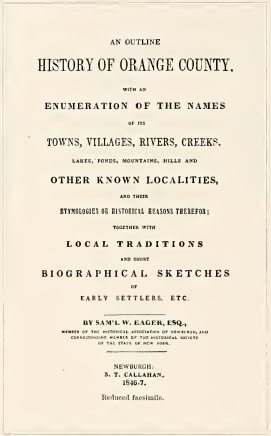


Fig. 2.
The same copy simply composed, based on typographic principles of balance, proportion and harmony. Probably required one-tenth the time to execute.

book and gave the name of the printer and the illuminator. The author did not place his name on his book, evidently thinking his work of more importance than himself. Gradually, however, he began to place his name and other matter on the title, and then the page was shifted from the back to the front of the book. It is not within the province of this article to deal with the historical feature, however, for with a complete understanding of the principles


AN OUTLINE

HISTORY OF ORANGE COUNTY,

WITH AN

ENUMERATION OF THE NAMES

OF ITS

TOWNS, VILLAGES, RIVERS, CREEKS,

LAKES, PONDS, MOUNTAINS, HILLS AND

OTHER KNOWN LOCALITIES,

AND THEIR

ETYMOLOGIES OR HISTORICAL REASONS THEREFOR;

TOGETHER WITH

LOCAL TRADITIONS

AND SHORT

BIOGRAPHICAL SKETCHES

OF

EARLY SETTLERS, ETC.

BY SAM'L W. EAGER, ESQ.,

MEMBER OF THE HISTORICAL ASSOCIATION OF NEWBURGH, AND CORRESPONDING MEMBER OF THE HISTORICAL SOCIETY OF THE STATE OF NEW YORK.

NEWBURGH:
S. T. CALLAHAN.
1846-7.

Reduced facsimile.

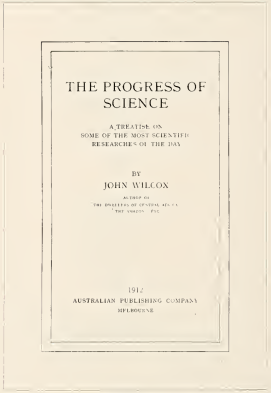
Fig. 3.
A representative title-page of sixty years ago. The idea then was to space the lines at an even distance over the page.

of typography and with an average amount of good taste the printer can set as good a title-page without this knowledge as with it. It is interesting reading, however, for printers who are interested in the development as well as the execution of their craft.

There are no hard-and-fast rules which govern the setting of title-pages. Very often the character of the text of the book will suggest the treatment. In fact, the only consistent handling of a title is that which is in harmony with the subject-matter of the book. For technical books which discuss subjects from a professional standpoint, the title-page should be set in plain types and grouped into a simple design. Lawyers and doctors do not appreciate fanciful treatment in the titles of their books, which is sufficient proof that such is out of order. Where the subject is informal, or fanciful, decoration should be used consistent with the subject, and where an artistic consideration is evident in the subject of a book or folder then it is proper to exemplify that consideration in typographical design. If the book is a catalogue and the advertising element is to be considered, a greater latitude is allowed the compositor and bolder types are permissible, and even advisable in some cases.

The same rules, or good taste, that govern the selection of type in all printing, apply in the setting of title-pages. True Gothic (Old English) is the proper face to be used in the printing of title-pages of an ecclesiastical subject, and to some extent in all work where there is an artistic consideration. A plain roman letter in capitals is best for works of a technical nature, while the graceful lines of a neat italic lend themselves handily to the treatment of titles introducing books or folders which are intended to appeal to ladies. A letter denoting strength, type of the same thickness of line as Cheltenham, should introduce the subject of machinery. These suggestions should serve to start the compositor thinking along the right line, and with good judgment he should experience no difficulty in selecting the right type for the job.

One of the principles of good typography which should never be violated in the construction of title-pages is shape harmony, which means that the various things that go to make up the complete work


THE PROGRESS OF SCIENCE

A TREATISE ON SOME OF THE MOST SCIENTIFIC RESEARCHES OF THE DAY

BY

JOHN WILCOX

1917

AUSTRALIAN PUBLISHING COMPANY

MELBOURNE

Fig. 4.
The modern conception of the title-page. Note the pleasing proportion due to the inequality of white space.

shall have something in common. The shape of the type should conform to the shape of the page upon which it is printed. On an oblong page the type-face best suited is an extended letter, while condensed type is best suited to a page that is very narrow. The regularly proportioned page, having dimensions on the ratio of two to three, is the shape most commonly used, and regular shapes in letters are proportioned correctly for this shape of stock.

Some of the worst examples of title-pages are those in which the compositor has endeavored to make the copy fit the scheme of a design he has seen and which appealed to him. It makes no difference whether or not the copy he is wrestling with is

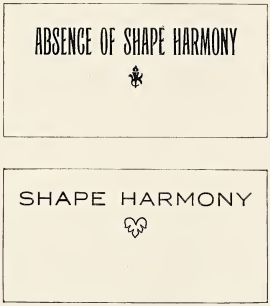


FIG. 5.
A title-page wherein the advertising element is given consideration. Interest is secured through cuts having a humorous tendency.

suited to the design — he makes it fit, and the result is always a heterogeneous mass that means nothing and which it is almost impossible to read. Probably the most striking example of this class of work that ever came to light is the one reproduced (Fig. 1). Think of the prodigious amount of labor this ambitious, but untutored, disciple of Ben Franklin performed in the execution of that piece of work! Imagine his joy as he "chucked" that letter "S" between the rules of those broken inner panels! Then allow your gaze to shift to the right upon the same copy neatly set (Fig. 2), well proportioned, and properly balanced. As you compare the two, think of the vast difference in time required in the setting of the two examples and then let these words settle into the remote recesses of your brain — "The simplest way is best."

Until a few years ago it was customary to set the lines comprising the title an even distance apart down the page, the compositors in those days having a horror of white space and very little idea of art in connection with printing. The principle of proportion was unknown to printers at that time. Contrast, if you will, a title-page set in those good old days with a twentieth-century design containing an equal amount of matter (Figs. 3 and 4), and see for yourself the improvement both in beauty and legibility. In the old one almost every line constitutes a group in itself and consequently a distinct attraction, which makes reading difficult. In the new one (Fig. 4) the eye is attracted directly to the subject, which is placed near the point of vertical balance, where the eye of the reader by instinct rests first. Right there, too, you find the whole title grouped about the main line, which makes for legibility. The best title-pages are those which are confined to two, perhaps three, groups.

In informal title-pages it is often a very good idea to increase interest in the subject of the work through the use of cuts, and frequently, in cases of this kind, much good advertising can result from a little touch of humor. An example of this character, which shows a very pleasing use of cuts in a title-page, is reproduced (Fig. 5). Far better no decoration at all than that not in harmony with the subject of the design or that which serves to weaken rather than strengthen the page.



Figs. 6, 7, 8 and 9, illustrating necessary relationship of type-face to shape of page in interests of shape harmony.



From *Archiv für Buchgewerbe*, Leipsic.



By C. F. Ruhl, Leipsic.



From *Archiv für Buchgewerbe*, Leipsic.



From *Archiv für Buchgewerbe*, Leipsic.

CHARACTERISTIC GERMAN TYPOGRAPHY.

APPRENTICE PRINTERS' TECHNICAL CLUB

BY J. L. FRAZIER.

This department is devoted entirely to the interests of apprentices, and the subjects taken up are selected for their immediate practical value. Correspondence is invited. Specimens of apprentices' work will be criticized by personal letter. Address all communications to Apprentice Printers' Technical Club, 624-632 Sherman street, Chicago.

A Sermonette for Apprentices.

Some of the things here said we all know, and some of us know them all, but do we obey the suggestions here written that have so much to do with making good workmen? The fact that we are all prone to carelessness at times is the excuse for this preachment.

The first thing the apprentice needs to assure his success in the mastery of his chosen trade is a love of the work. He must feel that there are opportunities in the printing business that equal those in other fields of endeavor, and he must go out after all the information relative to the trade and study it faithfully. He is doing himself and the trade an injustice if he holds a position as apprentice when he does so simply for the money there is in it, and with the avowed intention of quitting as soon as an opportunity presents itself by which he can make more money and secure for himself more congenial employment. He is wasting time in his own education while he is working at a trade he does not expect to follow through life, and he is keeping some other lad off the job who is ambitious for the opportunity and who is fitted by nature for the business.

It is surprising how many men will tell you to-day, "I worked in a printing-plant when I was a boy." Some of them, it is true, made good use of their apprenticeship, stepped out into other lines and were successful, but they were not the boys who were ashamed of their trade or who were continually thinking and planning on another job. There are many professions, and a few trades, where one can keep clean hands and not be compelled to wear an apron, but the majority of these places offer less financial remuneration than the man at the case receives. And it is an undisputed truth that by far more boys who become weary of the business for one reason or another do not do as well through life as those who stick. Love your work, and you are sure to get as much satisfaction out of a piece of work well done as does the lawyer, the doctor, or the artist.

There are a few rules, which in many cases are shop rules, that will help to lighten the burden of the apprentice and make his advancement more rapid. A careful reading and an absolute adherence to them in word and spirit is the true test of a boy's ambition to master the trade.

1.— Stand up at the case. A stool simply serves to make you "slow up," and your progress at the business will be slower than if you stand while you work. Many of the old-time printers, who set straight matter by the thousand before the advent of composing-machines, will under no circumstances sit upon a stool while setting type. Watching them while at work reveals the fact that their speed is increased by a rhythmic movement of their whole body, while the letters chase themselves from case to stick with great rapidity.

2.— Keep your mind on your copy. Be alert and keep your eyes a little ahead of your hands. This will enable you to make better time than if you work "word by word," and it will also do away with the greater part of the liability of leaving out or repeating a word, phrase or line. Follow copy closely, and there can be no kicks coming your way after the type is set.

3.— When you are justifying a quadded line, keep the spaces next to the type and not at the end of the line.

4.— In justifying, do not bend or break the spaces. It is just as harmful to space a line too tightly as too loosely, and besides, it makes a slovenly workman of you.

5.— Some tired boys who work in printing-offices become careless in their distribution and get the spaces, quads, and sometimes the letters, mixed in the cases. This is the worst habit of all and is the cause of much loss of time in setting from the case so mixed. True, no one reads proof on your distribution, but "murder will out" and the chances are the others in the office will know it was you. The last man at the case before the discovery is generally held responsible.

6.—Avoid the bodkin and tweezers. They are the cause of much battered type and many poorly printed jobs.

7.— When you finally have the opportunity to set a job from manuscript copy, do not strike out on your own resources at first. Ask one of the journeymen to give you an idea, or look over your trade journals for a similar piece of work. Do not select some design that is unsuited to the copy you have in hand. The copy is unalterable, while you are at liberty to use various styles in the composition. Make

the design fit the copy just as though it had been thrown around the job as a final touch.

8.— Should you take a case from its regular rack and remove it to a place where the light is better, or where you will be out of the way of other workmen, take it back when you are through.

9.— Do not distribute pi from your hand, unless there is very little of it. The proper way is to set it in a stick with the nicks out. There is little danger, then, of getting it into the wrong case, and with it all turned the same way, assembling and distribution are greatly facilitated.

10.— When you go to the slug rack endeavor to carry away with you only such slugs and leads as you shall need. This will save time in cleaning up after the job is set and will make your stand look neater. Leads and slugs scattered over stands, cases and galleys bespeak a careless workman.

11.— If it is necessary to correct a line to the extent of changing the spaces, etc., rejustify it in the stick and you will avoid the possibility of a "fall-out" before or a "pull-out" after the form is on the press.

12.— In distributing drop the letters in the box gently if small and lay them down easily if large. Heavy letters are more susceptible to damage in proportion to their added weight. A little care in this will improve the appearance of many a job, for what is worse than a large black letter with a dent or scratch across its face to show white?

13.— In setting italic do not attempt to shove a space in between words when the last letter of one has a kern, or overhang, for there is grave risk of breaking this and ruining the letter.

14.— If the pressman does not wash his forms properly, tell him about it, and if he does not obey, do it yourself. Filled-up letters not only print poorly but the ink is liable to wash down the sides of the letter, become hard and interfere materially with correct justification.

Results of the Denver Contest.

The problem for the contest conducted for apprentice members of Denver Typographical Union, No. 49, was the setting of a two-column, eight-inch advertisement for the Joslin Dry Goods Company, of that city. The prizes for this month were awarded as follows:

First Place — Frank E. Graves, McGuire Printing Company.

Second Place — Louis A. Shepherd, Robinson Printing Company.

Third Place — H. Flint, J. B. Stott Printing Company.

Sixteen specimens were entered, which is gratifying and indicates the interest that is being taken in the contests. The copy was very difficult to handle and, all things considered, the boys did very well indeed. The most important line in the advertisement is, no doubt, "Save $50," and had the awards been given for advertising merit alone, Louis A. Shepherd, the winner of second place, would undoubtedly have won first. Since the contest is intended to determine typographic excellence, the committee feels that awards must be given to the one who gets the most attractive design from that standpoint. The first and second place specimens are reproduced.

TELEPHONE 310 — ALL AGREEMENTS ARE CONTINGENT UPON STRIKES, ACCIDENTS, DELAYS OF CARRIERS, AND OTHER UNAVOIDABLE DELAYS BEYOND OUR CONTROL — P. O. BOX 657

The Dominion Wood Pipe Company, Limited

MANUFACTURERS OF

DOUBLE WIRE WOUND AND CONTINUOUS

WOOD STAVE PIPE

CAST IRON SPECIALS, VALVES, HYDRANTS, AND WATER WORKS SUPPLIES

JOHN SCHMEHL, PRESIDENT
D. McKENZIE, VICE-PRESIDENT
F. A. SHURD, MAN. DIRECTOR
H. D. WILSON, SEC. TREASURER

NEW WESTMINSTER, B.C., 191

A large amount of matter well handled by Thomas Godfrey, Vancouver, British Columbia.



First prize, Denver Contest.



Second prize, Denver Contest.

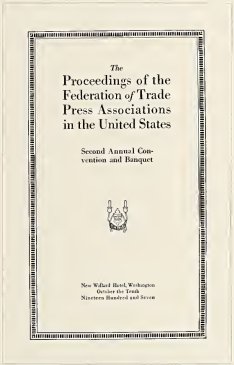
Beginning with this month a change will be made as to the award of prizes. Instead of the first prize being cash, as heretofore, six months' subscription to THE INLAND PRINTER and $1 cash will be given, making a total of $2.50. The second prize will be three months' subscription to THE INLAND PRINTER and 75 cents in cash. The third prize will be a pair of tweezers or a pica-nonpareil 8½-inch brass line-measure and 50 cents in cash, making a total of $1.

The reason for arranging the prizes as here stated is that every apprentice may have an accurate linegage and a good pair of tweezers (or none at all should be the rule). As soon as the boy is supplied with these, the entire amount in cash will again be given him.

Specimens.

GERALD SWEENEY, Spring Valley, Illinois.— The menu is very neatly arranged, and we find nothing in it which calls for criticism. We note your query as to whether illustrations in a book should be on the right or the left side, and presume that this refers to illustrations printed on one side of the sheet only. In cases of this kind it is usually considered desirable to have the illustration on a right-hand page, with the blank page on the reverse side of the sheet on the left-hand side.

THOMAS GODFREY, Vancouver, B. C.— The letter-head designs are well handled, and contain little which calls for criticism. We would, however, call your attention to the fact that script letters and text letters should be closely spaced between words,



Attractive title-page by John Kloeck, Chicago.

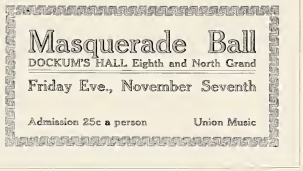
as they appear to much better advantage when spaced in this manner. The letter-head for The Dominion Wood Pipe Company, Limited, shows a good handling of a large amount of copy, and we are reproducing it herewith. We are pleased to award you a "Certificate of Excellence."

JOSEPH L. HILL, Port Colborne, Ontario.— Your specimens have been handled in a very satisfactory manner, both the designs and the color combinations being pleasing. In the main line on the label job, however, there is too much space between words, especially as the type is rather condensed. The title-page of the small program is very nicely arranged. The two lines at the top show more space between words than is desirable, especially in view of the small amount of space that appears between the ends of the lines and the border surrounding the page.

CARL E. GRUBER, East Liverpool, Ohio.— Your letter-head is too complicated, both as regards design and color combination, and we would suggest a more simple treatment. Four colors and a different type-face for each line are not conducive to the best design for work of this character.

W. L. BREWER, New Orleans, Louisiana.— While your specimens are, in general, very pleasing, we think that the reverse side of the card would show a better display if there was more variation in the sizes of type used. Placing some of the lines in smaller type would allow of more white space between some of the groups and thus render them more legible.

JOSEPH A. WEIS, Springfield, Illinois.— The window-card contains too many rules, borders and decorative spots, and we would suggest the omission of most of them. The other specimens are very neat. We show a reproduction of the masquerade ticket, which is quite pleasing, although there should be less space between the words in the top line and the rules should be placed a trifle farther from the second line. The ticket by Charles Gaa is also very satisfactory, and we show a reproduction of it herewith. We are pleased to award you a "Certificate of Excellence."



Neat card by Joseph A. Weis.

WILLIAM BAILEY, Centre Hall, Pennsylvania.— Your specimens are quite satisfactory, although there are one or two points to which we would call your attention. We would suggest that you arrange your cover and title page designs in such manner that the strongest display will appear in the upper portion of the designs, rather than at the bottom. This applies particularly to the title-page of the leaflet for the Centre Hall Poultry Yards.

JOSEPH TINGER, Chicago, Illinois.— Your work is very good, especially the letter-head for Hurlbert & Dorsey, which is set in a style very appropriate for that line of business. Old English and Plate Gothic are not harmonizing type-faces and should not be used together unless the Gothic is very small, in which case its extend. I face is not so noticeable. On the card for the Fire Insurance Baseball League to which the above criticism applies you have blind-stamped a border about the design. This is not pleasing because of the fact that the margins are uneven, which violates shape harmony. The dance card is neat and your own criticism of the Paragon Junior Club card is correct. It is not well balanced, and represents a very uneven tone.

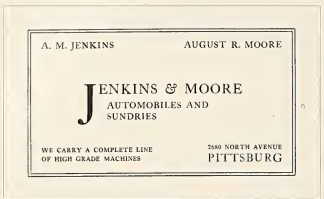


Attractive card by Charles Gaa, Springfield, Illinois.

GEORGE G. GREEN, Sherbrooke, Canada.—As a whole your work is very neat, only a few minor criticisms being demanded. You place a hyphen instead of a colon between the hour and minutes, denoting time 8-30, instead of 8:30. The letter-heads are very neat, the position of the postoffice-box number being the only thing amenable to criticism. It could have been placed beneath the names of the proprietors, thus making the design more symmetrical. Your type selections are good. In the program for the Owls' Anniversary Day the antique ornaments

above and below the word "Programme" could have been omitted and the work thereby improved.

GEORGE MCELHINEY, Loomis, Nebraska.— The trouble with the color scheme of the letter-head is that the green is too dark. Apparently the disk of the press was not washed thoroughly.



Attractive card by J. Glenn Holman, Findlay, Ohio.

When you wash up for color do you remove the inside disk? This should be done, for if it is not and the press is started, ink that has worked down into the crevice between the two will work out again and spoil the color. We believe you would get much better results by using a better grade of ink.

WILLIAM BAILEY, Centre Hall, Pennsylvania.— Your work is very good, and there are but a few minor criticisms to be made. In the folder for Penn Valley Lutheran Charge the upper group is too near the border. The presswork on this job is not neat, too much ink having been used. The cards for the Teachers'



Post-card drawn and lettered by Carl Persson, an apprentice of Karlstad, Sweden.

Institute and for Sinking Mills are very good and call for no criticism. In the title-page for the Single-comb White Leghorns catalogue you have made several blunders. You have separated the design into too many groups, and the ornament, instead of being so near the bottom of the design, should be approximately that distance from the top. The type used for the name of the proprietor is entirely too large. That constitutes the largest group on the page and should be near the point of vertical balance, which is above the center of the page. Be careful of these things and study the article on title-pages at the beginning of this department.

THE YOUNG APPRENTICE, New Haven, Connecticut.— Your paper is very neat, the presswork being exceptionally good.

RALPH HUMPHREY, St. Louis, Missouri.— Your cards are neat but there should be greater contrast between the headings and the body matter in them.

JESSE E. TAYLOR, Humansville, Missouri.— The larger part of your work is very good indeed. A too free use of underscoring rules serves to weaken it, for you seem to have a good understanding of display.

CARL PERSSON, Karlstad, Sweden.— The package of specimens you sent are all interesting and very neat in their typographic and color treatment. The menu for the Karlstadtstypernas Hostakfva is very good and the color selection novel, the matter being printed in black, the border in pale green, and the headings and the cut in orange. Your hand drawn and lettered cards are exceptionally good, and two of them are reproduced.

SOLILOQUIES OF THE DEVIL

BY H. F. LOCKHART.

The Green Sox play the Imps this afternoon
And Monty's in the box — but what's the use?
I might as well be wishin' for the moon;
If I don't do this work I'll get the deuce.
The game is called by now — it's half-past three;
There ain't a geezer in the plant but me.

I guess my bloomin' bean is made of hay.
If I'd 's' had the brains a goose is got,
I'd jes' let on that I was sick to-day,
An' let the gosh-blame office go to pot.
I got jes' thirteen measly forms to clean.
Gosh! How I hate the smell of gasoline!

The boss 'phoned in — the clock was strikin' one —
"I've got important business — won't be back."
Important business! Yes he has, like fun —
A-watchin' Grogan beat it 'round the track
With two men out and bases full — Oh, say!
This world's a dogzone pickle, anyway!

The pie-faced gink that slams the lino keys
Turned pale around the gills at half-past one.
He groaned a couple of times, and tried to sneeze,
Then wiped his lamps — the darn things didn't run —
Then says, a speakin' faint and far away,
"I'm sick, boys, I can't work no more to-day."

The make-up man, he slipped against a stone.
"Oh, gosh!" he says, "I guess I've cracked a slat.
I gotta see Doc Jones about that bone —
A busted rib is dangerous. Where's my hat?"
I'll bet the bonehead's in the bleachers now,
A-hollerin' his darn fool head off — Wow!

But I've got even. None of these here dubs
Can't put a game like that across with me.
Perhaps they used to work it on the cubs,
But say! It don't go down with Henery!
That weddin' notice there — I've changed the head
And put the dog-fight topper on instead.

I've stuffed the metal-pots with limburg cheese,
And pied ten sticks of hand-set nonpareil;
I lifted it — just then I had to sneeze;
I couldn't help it if the galley fell.
Say! I can feed it to 'em; just the same,
I'll bet next Saturday I see the game.

SPECIMENS

BY J. L. FRAZIER.

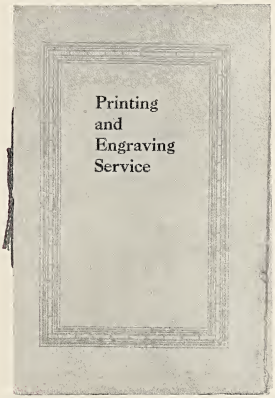
Under this head will be briefly reviewed brochures, booklets and specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism," and directed to The Inland Printer Company, Chicago. Postage on packages containing specimens must not be included in packages of specimens, unless letter postage is placed on the entire package. Specimens must be mailed flat. If rolled they will not be criticized.

TROY TIMES ART PRESS, Troy, New York.— The blotters are exceptionally neat and call for no criticism whatever.

A. W. FLEMING, Chicago, Illinois.— The Christmas-greeting card is very neat, and is a distinct novelty.

J. SLADE STEVENS, Vancouver, British Columbia.— The convention card which you have executed for Mr. Reed is very neat.

FRANK M. INGALLS, New York city.—The folders, printed in two shades of brown ink on brown stock, are very attractive.



Cover-design by Ernest Hart, Rochester, New York.

THE URNER-BARRY COMPANY, New York city.— The wall-hangers and the blotters are very neat, both in design and color.

PIEDO GUTIERREZ, Havana, Cuba.— The folder is a very neat piece of work and calls for no criticism.

FROM W. A. Seyb, Eaton, Colorado, comes a package of very neat specimens. On the Christmas-greeting card for the Eaton Schools the red is a trifle too dark.

W. L. PURCELL, manager of the Democrat Printing Company, Burlington, Iowa, has issued a neat card and envelope-slip announcing the purchase of that company by himself.

F. T. CUNNINGHAM, Ogden, Utah.—The blotter is neat, but a little yellow added to the red would have brought about more pleasing results.

THE KEYSTONE TYPE FOUNDRY, Philadelphia, Pennsylvania.— The book showing Harris Roman is very well designed and printed, calling for no criticism whatever.

A. J. SCHLINGER, White Plains, New York.— Your work is indeed very neat, the letter-head being especially attractive, although in it you have taken up more room than necessary.

AMERICAN MULTIGRAPH SALES COMPANY, Cleveland, Ohio.— *The Layman Printer* is well executed and calls for no criticism. The cover is very attractive.



Novel treatment of an envelope-slip by William F. Fell Co., Philadelphia, Pennsylvania.

A CALENDAR, on each sheet of which is printed a scene in the business section of Providence, Rhode Island, has been received from the Standard Printing Company of that place. The work calls for no criticism.

THE INTERNATIONAL PRESS, of New York city, which translates and prints in all languages, sends a card printed from a half-tone on which is grouped the personal cards of their translators. It is very effective.

THE EWING PRESS, Chicago, Illinois.— Your specimen-book of type-faces, cuts and borders which are used in your work is well printed. The tint behind the upper group of the title-page is too dark.

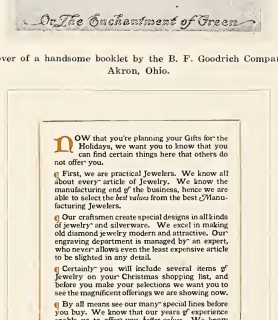
THE WM. F. FELL COMPANY, Philadelphia, Pennsylvania.— The examples of printing received this month are fully up to the standard of previous instalments. The work is harmonious in every sense of the word. An envelope-slip is reproduced which shows a clever use of the firm's work-mark.

ERNEST HART, *Herald*, Rochester, New York.— Your book, entitled "Printing and Engraving Service," printed upon Japanese hand-made paper, is very neat. A more pleasing treatment of the title-page would be to set the words "Rochester Herald Press" in one line and place it about four picas lower. The calendar represents a very good idea. The cover is reproduced.

JOHN RODDA, JR., Hancock, Michigan.— Your work is very good indeed, the program for the Medical Society being very neat and attractive. On the Christmas folder for the bank there is an overabundance of red.



Cover of a handsome booklet by the B. F. Goodrich Company, Akron, Ohio.


NOW that you're planning your Gifts for the Holidays, we want you to know that you can find certain things here that others do not offer you.

¶ First, we are practical Jewelers. We know all about every article of Jewelry. We know the manufacturing end of the business, hence we are able to select the *best values* from the best Manufacturing Jewelers.

¶ Our craftsmen create special designs in all kinds of jewelry and silverware. We excel in making old diamond jewelry modern and attractive. Our engraving department is managed by an expert, who never allows even the least expensive article to be slighted in any detail.

¶ Certainly you will include several items of Jewelry on your Christmas shopping list, and before you make your selections we want you to see the magnificent offerings we are showing now.

¶ By all means see our many special lines before you buy. We know that our years of experience enable us to offer you *better values*. We know you will quickly realize this fact. And we will be very glad to show you every courteous attention.

D. A. WALTER
Manufacturing Jeweler
133-135 Bourbon Street
"Just a Heel-Block from Canal"
Phone Main 2055

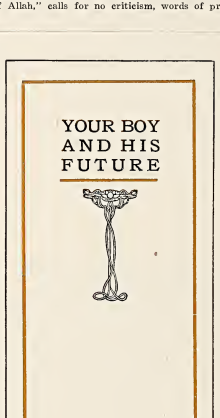
Folder-page by George Wetzel, New Orleans, Louisiana.

CHARLES A. GRAY, Rantoul, Illinois.— Your work is indeed very neat and calls for no criticism whatever. The little shipping-tag which you attach to packages of printed matter sent out is very clever.

WARE BROTHERS COMPANY, Philadelphia, Pennsylvania.— Your folder-blotter is very neat and should be appreciated by your customers and other buyers of printing on account of the information about proofreading, etc., contained in the booklet enclosed.

THE CHRONICLE PUBLISHING COMPANY, Orange, New Jersey. — The Christmas mailing folder is very good and the story it carries very interesting. White stock might have been preferable to the color you have used, but that is incidental. The letter-head is a very neat example of the hand-lettered variety.

B. F. GOODRICH COMPANY, Akron, Ohio.— The booklet, "The Garden of Allah," calls for no criticism, words of praise alone



Another attractive design by George Wetzel.

do justice to it. The cover is reproduced, but much of its beauty is lost in the reproduction, and justice is scarcely done the original.

GEORGE WETZEL, New Orleans, Louisiana.— All your work is high-class, the type and color selections being very good indeed. Your postal folders are clever and should have been good advertising for those who used them. The title-page and a reading-page from two folders are reproduced.

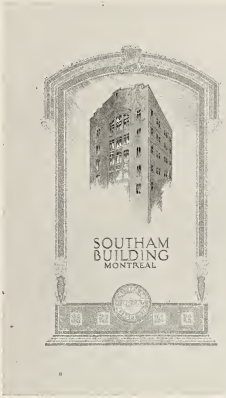
GRIFFITH-STILLINGS PRESS, Boston, Massachusetts.— The program of your Benefit Association banquet is a handsome piece of work, unfortunately not suited to reproduction. The work is fully in keeping with the standard you have set for yourselves for the year 1914.

THE work of the Holcomb Printery, San Angelo, Texas, is neat, although there seems to be a tendency on the part of the printers there to use too much of the decorative element, which not only takes up time, but does not improve the work. Simple construction of typographic designs is best. The blue ink used in your booster blotter is too light.

F. J. Cracknell, with the Dominion Printing & Loose-Leaf Company, Ottawa, Canada, has sent some specimens that are very neat. In several of them, however, he has printed the body of the design in the warm color and the border and decoration in the cold, whereas the exact opposite should have been the case.

Howard S. Branson, Atlantic City, New Jersey.— The folder is neat. It would have been much better had you placed the group on the first page at the point of balance instead of in the center of the page as you have done. A careful reading of this department will show you where that point is, and probably give you some ideas on other points also.

American-Scandinavian Publishing Company, Spokane, Washington.— Your book, "Complete Service," gives a good impression of your splendid plant. It is well executed, and a close inspection of the half-tone reproduction of your work printed therein shows the entire product of the plant to be high-class.



Cover of an elaborate booklet by The Southam Press, Limited, Montreal, Canada.

Bob C. Frisbie, Albany, Georgia.— Your specimens are attractive, the Christmas menu being especially well executed. An improvement could be made in the Baptist Church program by setting the matter comprising the lower group in a smaller size of type and placing it nearer the bottom of the card. Your color selections are good.

Raleigh Wilson, Fairbury, Nebraska.— Had you reversed the color scheme in every place except the word 'Stop" you would then have had a very neat blotter. Red should be used sparingly. Never more than one-fifth of a form should be printed in the warm color. The typographical arrangement is very good.

The Southam Press, Limited, Montreal, Canada.— The book is handsome both in plan and execution, and the colors are well chosen. A special feature worked out in this book is that a panoramic view of the city has been taken from the top of the firm's new building and worked in above the reading-matter on the inside pages. The cover is reproduced.

The Barta Press, Boston.— The cover of the "Blue Sky" folder is a handsome piece of art work and is reproduced. The inside reading-page does not measure up to the standard set by the cover, however, the type being entirely too large. The style in which it is set makes reading difficult and the use of the book ornaments is not pleasing.

The Schultz Printing Works, of Cincinnati, are responsible for the beautiful menu cards that served at the banquet



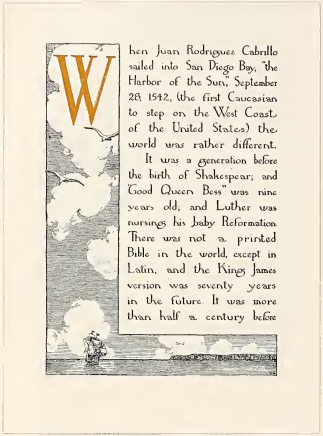
Handsome cover by the Barta Press, Boston.



Cover-page by George Wetzel, New Orleans, Louisiana.

of the Chamber of Commerce of that city in commemoration of that organization's seventy-fifth anniversary. The cover was a white relief board with a raised panel border, lined with bronze, within which appeared the wording engraved in copper.

The seal of the Chamber of Commerce, raised in gold on the top of a diamond, typified the seventy-fifth, or diamond, anniversary. The menus were bound with a handsome white silk cord and tassel.

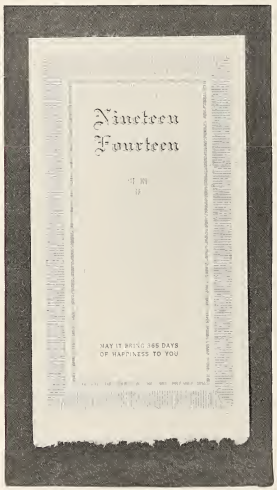


Page from an elaborate book by the Denrich Press, Chula Vista, California.

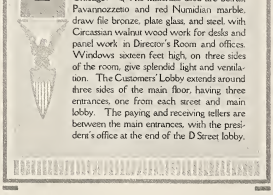
JACK P. GOMES, Honolulu, Hawaii.— Your New Year's card is a delightful example of tone harmony. It is reproduced.

THE DENRICH PRESS, Chula Vista, California.— Your specimens are handsome, the presswork being exceptionally well done. We would call your attention to a page in the Cabrillo book in which a short line is at the top of the page. We are reproducing a page of this unusual book and a page from a booklet for a San Diego bank.

The Record, Frederick, Oklahoma.— Your folder is not bad, and yet there are several ways in which it might have been improved. The green ink is a trifle too light to harmonize well with the red used. In the title for the rate-card you have printed part of the heading in red and the last line in green, which is not good taste. In every instance where you have underscored lines it has been at the expense of the appearance of the work. Avoid it.



A study in uniform tone by J. P. Gomes, Jr., Honolulu, Hawaii.



Page from a bank's announcement by the Denrich Press, Chula Vista, California.

The Post-Item, Huntsville, Texas.—The typographical arrangement of "The Torch" is very neat, but there could be a great improvement in the presswork. A better grade of ink and proper make-ready would have made the work high-class. In the advertisement for *The Post-Item* in the back of the book you have printed the torch in strong colors, whereas a tint would have been preferable, inasmuch as you were printing over it in black. The advertisements are well set.

CALENDARS, all of them good, have been received from the following: Henry S. Eddy, commercial artist, New York city; Colonial Press, Chicago, Ill.; Eureka Printing Company, Eureka, Cal.; H. Hinze Machinery Company, Tribune building, New York city; Bureau of Printing, Manila, P. I.; Reporter Press, Galt, Canada; The Reid Press, Hamilton, Canada; The Camera, Boulder, Colo.; Electro-Tint Engraving Company, Philadelphia, Pa.; United States Printing & Lithographing Company, Cincinnati, Ohio; Gage Printing Company, Battle Creek, Mich.; Charles Francis Press, New York city.

FROM Wood & Jones comes a very handsome booklet, "Roadway's Brochure." The inside, which is made up for the most

part of half-tones, is very pretty, the printing of the plates being exceptionally well done. On the cover the compositor has letter-spaced the line "Fine Furniture" in an effort to make it the same length as the line above it, which is a mistake, for the lines are in text, which does not lend itself well to squared designs. Letter-spacing Old English lines is not good typography. Your package label is exceptionally neat, but you have neglected to print thereon the name of the town.

THE W. B. CROMBIE COMPANY, Worcester, Massachusetts.—The directory insert is very attractive and calls for no criticism.

FROM the Elm Tree Press, Woodstock, Vermont, has come an especially neat package of specimens, all done in a style peculiar to this plant. They call for little criticism, the most



Directory insert by the Crombie Company, Worcester, Massachusetts.

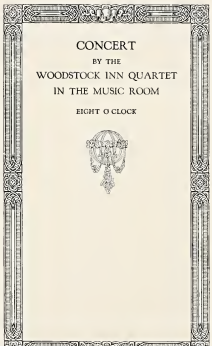
glaring fault being the spacing on the cover of the Rural Y. M. C. A. booklet. Groups so difficult to square up that such wide spacing is necessary had better be set in some other style. A title-page is reproduced.

F. W. KURK, Anadarko, Oklahoma.—In your efforts to do something fancy you overstep the bounds of good typography and the results are not pleasing. In your own card you have spent much time building the gate upon which your sign is hung, whereas one-tenth of the time thus spent would have been sufficient to get up a card on simple lines that would have been worth much more to you. A careful study of the designs reproduced in THE INLAND PRINTER in connection with the reading of some good book on the principles of typography would be of much benefit to you.

WILLIAM STEELE, Tuskegee Institute, Alabama.—Your work is good; the only criticism to be made is in regard to spacing. In the cover for the *National Association Notes* a more pleasing proportion would be secured by placing the two lines comprising the date up nearer the main group. The name of the town should also be raised about one pica. In the Angelic Choir Christmas program the main group is too high and the two small lines above that crowd the top border too much. Some new brass rules would assist you in obtaining better results, as the trouble seems to be that those you are using are worn, rather than poorly joined. The medical statement is very neat.

L. C. CRONE, Sharon, Pennsylvania.—The program for the Grand Scottish Concert is effective by reason of the novel method of using the initials to form the word "Burns." These initials are worked in with a border of the same tone and of nearly the same construction. Had the matter inside this border been set in smaller type a more effective arrangement could have been made. Your work shows a tendency to place too much space betwen lines of text matter, which serves to separate it into groups and an uneven tone is the result. More than one lead should not be used between lines of body-type unless in the case of an emergency. Types are made so they will show off to best advantage set solid. You have a tendency to overdecorate your designs. This you should overcome, remembering always that simple designs are at all times best. The title-page for the Good Fellowship Banquet could have been made very effective had you eliminated the rules from beneath the words "Annual Banquet" and placed the upper group a pica lower. Be more careful and make the margins between your type and border even all around the designs.

THE program of the Annual New Year's Dinner of the Congress Hotel, Chicago, is a very elaborate booklet containing, besides the menu and a picture of the hotel, half-tones of a number of grand opera stars, all printed handsomely in double-tone brown ink on heavy buff stock and pebbled. The lettering on the cover is die-stamped in green on a blind-stamped background and is surrounded by a blind-stamped border. At the bottom of the cover-design is tipped a neat calendar, which



A pleasing title-page from The Elm Tree Press, Woodstock, Vermont.

bears the Congress arms. The booklet is tied with green silk cord and is very handsome. The cover is reproduced. It is the work of the hotel printer, G. H. Bieker.

GUY RUMMELL, Gary, Indiana.—The work you submit is amenable to considerable criticism, though some of it is of very good quality. You show a lack of knowledge of the harmony

of colors. You have printed a blotter in brown ink, the display type being of the lithotone variety, and beneath the main line you have placed twelve-point brass rule printed in black. The first thing one sees on looking at this blotter is the border. Eliminating this heavy rule the design would have been very neat. In your monthly magazine you have used a roman letter for the text matter and a heavy block letter for the headings. This violates shape harmony. The lines of the title-page are

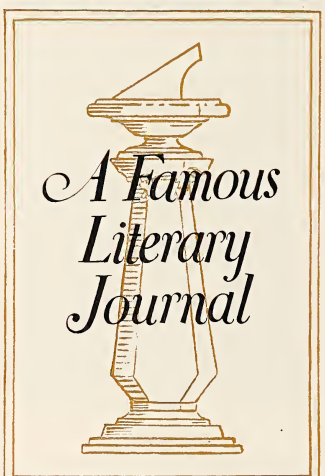


Menu cover by G. H. Bieker, Chicago.

evenly spaced down the page instead of being placed in two groups, which violates the law of proportion. In this title-page you have also used four type-faces; one of them is extra condensed and the other an extended Plate Gothic, which is not at all in the interests of shape harmony. You will achieve much better results through the use of but one type-face in a given piece of work. The title for the program of the violinist, Sametini, is very neat, and is printed in a color that is suited to the stock.

W. M. Hunt, Alvin, Texas.—You set the gages on the press in such a manner that the letter-head forms are printed too near the top margin of the sheet, which gives an effect that is not at all pleasing. The letter-head for the Alvin Printing Company is the poorest of the lot, and it is hard to believe it was set by the same man who handled the neatly arranged statement for the Southern Fruit & Produce Company. Too close spacing of lines which are nearly the same length mars the appearance of this letter-head. A better way to handle the copy would be to leave the company's name as it is, and directly under it, in very small type, set the words "publishers of"; below that, in type second in size to the name of the firm, set the words, "The Alvin Advocate." There should be a distinct difference in the length of these two prominent lines, the name of the paper should be shorter than the name of the firm so as to give the effect of an inverted pyramid. The words, "Printers, Publishers, Binders," could be set in twelve-point and placed in a line across the top of the heading. The name of the manager could be set in small type at the left side, opposite the name of the town. The use of leaders with such wide space between the dots is not pleasing.

L. G. Mott, foreman of the *Independent*, Oskaloosa, Kansas, sends in two catalogues in which a number of typographic principles are violated. In the cover of the horse catalogue a very light border has been used, whereas the type enclosed therein is dark in tone. The tone of the border should be as near equal to the tone of the display lines as possible. On the title-page both condensed and extended letters are used, which is not conducive to shape harmony, and the lines are placed an equal distance apart upon the page, which violates the law of proportion. Proportion is the pleasing inequality of white space which results from confining the design to few groups. The main group should be placed at or a little above the point of balance, which is secured by dividing the page into five equal parts. The dividing line is the point that separates the two upper parts from the three lower parts, and it is at this point that the line should be placed if there is but one line in the group. Should there be two groups, one at the top and the other at the bottom of the design, the upper group should be raised nearer the top margin of the sheet of stock to counteract the effect of the added weight below. Carelessness in regard to margins is evident. The outside and bottom margins of a book should be about one and a half times the top and inside margins. There is a very bad typographical error on the title.



Booklet cover by Bertsch & Cooper for the Dial Company.

Ralph W. Folk, Plymouth, Indiana.—Your work is very good and no criticism is in order.

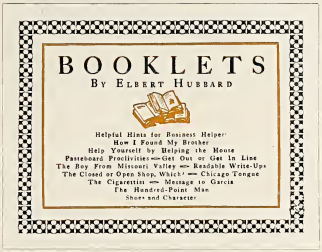
The Express Printing Company, Liberty, Indiana.—The specimens of Mr. Richardson's work are very good indeed and call for no criticism. Especially attractive is the booklet for the Oxford College Press.

The Artisan State Trade School, Bridgeport, Connecticut. —Your paper is well printed, the composition of the advertisements and make-up being very good indeed.

E. H. Clarke & Brother, Memphis, Tennessee.—Your house organ, Clarke's Prenchment, is handsomely printed and well written, calling for no criticism whatever.

The Draper Printing Company, Pomona, California.—*The Booster* is a novel little house organ and deserves much commendation.

From Axel Edward Sahlin, with the Royerofters, East Aurora, New York, has come a large package of specimens which are executed in the style peculiar to this establishment, and which measure up to the standard of past contributions.



Envelope-slip by Axel Edw. Sahlin, East Aurora, New York.

Several of the designs are printed upon hand-made paper, and the effects are very good indeed. An envelope-slip is reproduced.

Collier Kirby, Memphis, Tennessee.— Your work is very good. In the cover for the folder, "Doctor," the line is too near the bottom, in fact it should be as near to the top as it now is to the bottom. The person receiving the folder is compelled to look a second time in order to grasp the word. In the letter-head for the White Ice Cream Company there is a lack of harmony in shape between the two faces of type used that is not pleasing. When it is necessary to use two faces of type in the same piece of work care should be taken to use letters of the same general shape. The letter-head for the Pilcher Printing Company is very neat.

The Beaver Companies, Buffalo, New York.— The portfolio of "Walls and Ceilings" is a very handsome piece of printing and calls for no criticism. The use of photographs instead of half-tones is a feature of this catalogue which no doubt adds interest to the work.

S. M. Larzelere & Company, Philadelphia, Pennsylvania.— The house organ, "Our Print Shop," is very neat and calls for little criticism. On the cover-page the main group should have been placed higher, two picas at least. The color selections are very good.

A large package of specimens from the Cahill-Igoe Company shows some very neat arrangements and color combinations. The presswork is also good and the work calls for no criticism. The house organ for the Falls Machine Company is very well planned and executed, as is also the booklet for the Bartola Orchestra.

R. H. Connor & Company, Buffalo, New York.— Your booklet, "Day and Night," is well written, but the typography and presswork are below the standard for such work and not up to the standard of quality you maintain in your product for customers. A printing-plant's house organ should be as well printed as the best of the firm's product for, if not, prospective customers may form an adverse opinion of the printer.

Fiske Printing Company, Marlborough, Massachusetts.— The booklet, "To Better Acquaint You," is a handsome piece of work, and should serve to create a good impression of your plant.

West Side Printing House, Cleveland, Ohio.— The letter-heads for the Flexitype Company are very good, the only improvement possible could be brought about by the use of slightly heavier rules in the panels.

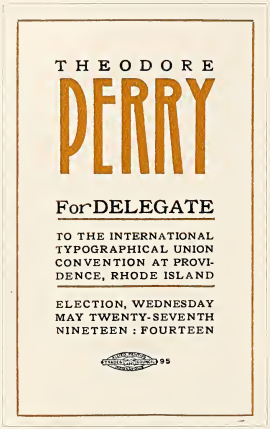
Clarence A. Merrill, Farmington, Maine.— The program for the Testimonial Banquet is very handsome. Printed with Caslon on white deckle-edge stock, in two shades of blue ink, the effect is very pleasing. A feature of the program is that on each page the rule border which surrounds it ends at the bottom of the page in the picture of some implement of warfare, the banquet having been tendered to an officer of the army. The reproduction of the two inside pages not only illustrates the above point but gives the reader an idea of the high standard of Mr. Merrill's work.



Inside pages of a handsome menu program by Clarence A. Merrill, Farmington, Maine.

W. B. Neal, Albany, Georgia.—Both the cards are very clever and call for no criticism. The novel treatment given the card for the real-estate dealer is commendable. It is reproduced.

Chandler & Price Company, Cleveland, Ohio.—Your catalogue is very handsome, the presswork and selection of colors

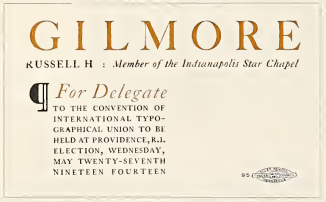


Card by Spires & Darnaby, Indianapolis.

being exceptionally good. The style of the cover, though odd, is striking, and the book as a whole should prove a very effective piece of advertising.

Edward C. Sterry, Kamloops, British Columbia.—The typography of the specimens you have sent is very good but the presswork is poor. You show a tendency to use rules too light in tone for the type used in the designs. The letter-head for the *Standard* is the best of your specimens.

Some excellent examples of the product of the firm of Spires & Darnaby, Indianapolis, are received. They call for no criticism, being good enough to serve as examples, and several are reproduced for that purpose. The unusual typographic treat-



Unusual card arrangement by Spires & Darnaby.

ment and pleasing color selections stamp them with an individuality that compels attention. A careful study of the cards reproduced will show the possibilities of getting away from the usual manner of handling candidates' cards with good results, both from the artistic standpoint and that of publicity.

A. F. Grunwald, Waseka, Minnesota.—Your card for the *Journal-Radical* is not very good, being subject to criticism in several respects. The line in gothic beneath the name of the paper is too large, its extended face contrasting unpleasantly with the more condensed line above it. A smaller size of type for this line, thrown farther from the main line, would result in much improvement. You will note that the border is nearer the top and bottom of the card than it is to the sides, which is not good. With these changes the card would make a very good appearance.



Novel treatment of a business card by W. B. Neal, Albany, Georgia.

Owen E. Lyons, Easton, Pennsylvania.—Your work is for the most part very neat, your main trouble seeming to be a desire to use too large type-faces in your designs. When two colors are as satisfactory in a job of printing as three it is not a good policy to use three, as you have done in your package label. This one thing mars its appearance for, from a typographic standpoint, it is very good. The program for the Dalyrimple Family Reunion is very neat, but it was a mistake to set the lower group of the title at the left-hand side when the upper group is balanced in the center. We like the envelope for the Free Press Company very much but believe it would have looked better in the left corner, inasmuch as when the stamp is attached now it will be somewhat overbalanced. The other specimens are very good.



Post-card by Carl Persson, Karlstad, Sweden.

COST AND METHOD

BY BERNARD DANIELS.

Why Prices Vary.

A big subject this, and one that would take all the space in this issue of THE INLAND PRINTER if we attempted to detail all the reasons that are given by the parties making the prices; but we are not going to inflict them upon you, we will give only one reason which has been brought to our notice by a reader who received from a machinery house a circular giving the hour-cost in various plants which are using their machines.

The first thing is to give you an idea of how these *supposed* costs varied — we use the word supposed advisedly, as there never could have been such a variation if an accurate cost system had been in use in each plant:

Hour-costs from Ten Plants, Given by Them as Accurate.

KIND OF MACHINE.	No. 1.	No. 2.	No. 3.	No. 4.	No. 5.	No 6.	No. 7.	No. 8.	No. 9.	No. 10.
	$	$	$	$	$	$	$	$	$	$
Special machine	0.90	1.02	1.89½	1.04	1.41	0.90	0.60	1.38	1.50	1.05
Ordinary job press	.65	.55	.63½	.71	.65	.75	.35	.65	.65	.58
Cylinder press	.90	1.25	1.34	1.66		1.25	.85		1.41	1.53

It is not the intention to criticize the special machine, or even to say what it is, but merely to show that with the great difference in *supposed* cost shown here there is no wonder your customer takes your estimate or your bill with a large doubt in his mind and goes elsewhere for another estimate or a check-up price.

The above figures show that work on a 10 by 15 job press is being produced at from 35 cents to 75 cents an hour, a variation in cost of over fifty per cent from the highest to the lowest; that cylinder work is being taken at from 85 cents to $1.66, cost basis; that a special machine, a test of which was asked, is being variously rated at a cost of from 60 cents to $1.89½ an hour; this latter being a difference of over sixty-eight per cent, or two hundred per cent, according to which way you take it down or up.

Of course, some one will say that it depends on the way you figure your costs, and that the man with the low cost probably charged the other items somewhere else on the job. Let us grant, for the sake of the argument, that he did; and take a job of twenty-five thousand impressions — how in the name of common sense could he charge enough to other parts of that job to balance the deficit on the press-work? Then if he did not charge it to this job he must either have lost it or charged it to some other customer who did not receive a corresponding benefit. Then take the high-priced man; if the low-priced man or the middle-priced man are right he is simply robbing his customers right and left and should stop it at once.

Now, let us look at this thing carefully and you will see that the man who is low on one item is low on all, and that the men who occupy the middle ground are also in the same position. Does this not suggest that the whole matter is one of not having a proper standard for apportioning costs, and a lack of system? This is a serious matter — much more serious than most printers are willing to acknowledge — and one that has had earnest attention from cost experts for several years. The salvation of the printing business as a commercially profitable business depends largely upon the establishment of uniform methods of figuring, and the complete abolition of account-juggling between departments whereby a printer charges items that do not belong to it to a profitable department and takes them off another department to get a low hour-cost to suit his method of bidding.

Such a method will eventually cure itself by destroying the business, but that is a slow method, and the poison spreads so that other plants are damaged by the recklessness of the destroyer. Only recently we heard of a printer who did not charge any overhead to his composing-room because it brought the hour-cost so high he lost business. He charged it all to the pressroom and wondered why it was he was losing presswork and his pressroom was the poorest-paying part of the plant. When the load is distributed in the same manner the average hour-cost will vary but little in any locality, but a cost system can be juggled to show any rate you want — though it will not be a Standard system then and will be a dangerous guide. Think how a price on the same job of twenty-five thousand would vary in these ten plants.

Your Salary — Its Relation to Cost.

Naturally every employing printer draws a salary from his business, whether he so records it on his books or not, and the amount of that salary is very apt to be influenced by the presence or absence of that record, especially in the smaller and medium sized plants. Of course, where the business is incorporated the matter is naturally provided for, as the proprietor — that is, the corporation — does not take active position as such and hence gets no salary, while each officer, from the president down, has his salary provided for by the by-laws or the board of directors. The necessity of organization in this manner has been a real godsend in the matter of recompense for their services to some printers we know.

But to get down to brass tacks, let us consider a few important questions on this subject:

If you were merely an investor in the business, and not a practical printer, you would have to pay some one to superintend the work, and that payment would be a tangible figure and included in the pay-roll total when your statement was made up annually or semiannually, and would appear on the cost or expense side of the statement.

Are you as an interested owner giving less valuable service than you could and would buy if you were not a practical printer? You surely will answer this in the negative and very positively, too, and possibly say that you

could not secure the same service that you are rendering the business for any amount of money.

Does not the size of the total pay-roll affect the cost of every job going through the plant? And would you not call your bookkeeper to a swift accounting if you found him deliberately leaving a good slice of the amount paid for wages out of the pay-roll account and charging it to profit and loss?

The answer to these questions by any man worth while would be that he was worth as much as any one else and that he would soon get rid of a bookkeeper who kept books in such a manner; and then many of them stop and hedge and stammer that they are getting the profits and do not have to take a salary. This is especially true of those businesses owned by individuals. Here is where they make simply an order-taker and collector, you are only worth what you can hire a man to do that work for. If you are a creator of business — a live wire — who not merely takes the business brought in or on which he happens to make the low bid, you are worth the salary such service will bring in another place. Sit right down, Mr. Employing Printer, and analyze the service you are rendering your business and the salary that service would command in another plant, fix your salary accordingly and charge it in the labor-cost column every week so that it will become part of the total that shows your actual hour-costs. But do not let any overabundance of self-esteem make you overvalue yourself, nor false modesty cause you to underestimate your real worth. Consider carefully just what you are worth to the plant — what it would cost your widow to



A Sisal Plantation.

From "Harvest Scenes of the World," a handsome book issued by the Service Bureau of the International Harvester Company of America.

the mistake that is keeping more than two-thirds of the employing printers with their noses to the grindstone and giving their profits to their customers.

Those who have been fortunate enough to have installed the Standard cost system under expert instructions — and, thank goodness, there have been quite a number — have been shown that the relation of their salaries to the cost system is a very important one, and have benefited by placing this item of expense in its proper relation in the cost calculation. To those who have not yet installed the Standard system or who are yet foolishly failing to include a correct salary for themselves in the wages or labor-cost column, we want to say that until you do so you can not get at the correct cost of your work and are actually giving that amount to your customers annually.

Perhaps some one is in doubt as to the method of appraising or fixing the amount of that salary. If such is the case, just look at it from the correct point of view and fix it accordingly, and you will make no mistake though you may give your pride quite a jar. There is only one way to fix a just recompense for any service, and that is its market value. In other words you are worth just as much as will purchase the service you are rendering in the open markets. If you are merely a foreman in your shop and letting the business end run itself, you are worth the price of a foreman in a shop the size of your own. If you are replace you if you were to shuffle off this mortal coil to-night.

This may seem a long "spiel" about a trifling matter; but if you will consider for a moment that in the small and medium sized plants the proprietor represents from one-sixth to one-fifteenth of the whole salary roll, and that the omission of this amount seriously affects the hour-cost shown by the cost-system monthly and yearly reports, you will see why it is that some printers are honestly though ignorantly making unprofitable prices and drifting along toward the swift incline that has carried so many to failure.

How Do You Know?

How do you know that you are honest with yourself and with your buying public in the conduct of your business? How do your customers know it; is there any doubt in their minds? How do your competitors know it?

Here are three very important questions which affect you and your business methods and on which the public has a right to and will obtain accurate information. Ever stop to think of that in your hustling for orders? Ever stop to think that one of the reasons why the buyer of printing is afraid to place an order with the average printer without an estimate is because he does not know for a certainty that he is honest? And again, have you ever thought that the reason — at least the principal reason — why your

competitor will take the buyer's word about your prices is because he does not *know* that you are honest?

Now, stop right here and get your mind in the right state before going further. You do not *know* and *feel* that your competitor is always honest in his estimates and his charges. You *do* know that there have been occasions when you have had very grave doubts about it. How about his opinion of you? Oh, yes, we'll admit that things have looked very bad for him at times, and that if all that was said is true he is a scoundrel of the deepest die and ought to be driven out of the trade and denied the association of all decent men; but have you ever endeavored to get at his side of the story? Have you fully investigated those rumors you heard? Quite right, he did not come out and deny them; but how do you know that he ever heard them? forever." We left him in disgust and on going down the street met the other printer, who began to boast of the neat way that he had cut his competitor out of that business. He said: "Why that old geezer is a fool. He has a cheap job and a receipt for a bill that has an error in it and the other fellow will have no come-back; he'll be afraid to tell him of the error."

Here were three typical characters, each of whom were ignorant of the opinion of the other regarding him. One man secure in his own honesty but without knowledge of his competitor or his customer; each of the others with mistaken ideas of their own or the others' true character and opinion. That printer had an idea that all printers would "skin" a job to save a profit on an error in estimating, because he himself was that kind of a business man.



Bundles of Sisal Leaves.

From "Harvest Scenes of the World," a handsome book issued by the Service Bureau of the International Harvester Company of America.

Yes, it's easy to ask questions; and just one or two more. Have you ever heard what your customers have said to your competitors about you? Have your business methods been so open and above board that your competitors would know that those things were not true?

Only yesterday we heard a most unmerciful arraignment of one of the largest printers in a medium-sized city by one of his customers and a competitor. The big printer — he is really a big man — had given an indefinite estimate, and his charges were different from what his customer expected, though just what he intended when the estimate was given. The competitor fed the flame of discontent and pretended that he understood the estimate as the customer did and counseled him not to pay a cent more. After he had gone, our naturally curious disposition led us to ask the buyer what all the trouble was about, and we were again regaled with the same charge of trickery and robbery and threats that no more of his work would ever go to that house. After carefully reading the estimate and examining the bill, we showed the buyer that he had really received more service than the estimate called for and that the bill contained an error in addition that made it ten dollars less than it should have been. His reply was, "I don't care, I paid it as soon as he said he would not reduce it a cent. I took off two per cent, at which he squealed awfully; and I told him that I was done with him The customer was suspicious of all printers because he saw through the tactics of the one man and was himself of the same kind.

You no doubt recognize the breed, but do you know that such things also sometimes occur by accident or through misunderstanding? You *don't know* your competitor until you meet him socially at your trade-association meetings, and that is the reason why the cities and towns where the organizations are strong are also those where the printers are making money. Think that over, and consider how little actual knowledge you really have of your competitors, you who are outside the pale of organization, and then write to the secretary of the nearest association and hear what he has to say. Then get busy and get together so that you will know each other so well that you will have confidence in each other and develop a manly, honest feeling in yourselves that your customer can not misunderstand. It will pay you, morally, physically and financially.

The Cost of Getting Business.

There is no item in the whole list of details which go to make up the cost of a particular job of printing that varies more than the cost of getting the business. Data gathered far and wide by the American Cost Commission for a period extending over five years has shown that the actual shop-cost for each hour varies but slightly as between one plant

and another, and the various organizations have accepted these figures and made price-lists based upon them.

But when we consider the methods of different printers in their endeavors to secure business, and the cost of their efforts in proportion to the results, we are led to believe that there is a great variation in the cost of getting business when reduced to a percentage on the business obtained.

For instance, there is the old established house, with its long list of old customers and friends, which truthfully declares that it does not have any salesmen or sales expense as those things are usually considered; and it jogs along from year to year, doing a profitable but slowly decreasing business, until the old managers retire or die and the new generations take hold and begin to capitalize the old prestige. The cost of getting business for the old house has been the minimum, as shown by their books; but usually a fair percentage in unbilled service or lower prices.

Then, there is the house whose proprietor is always saying, "We have no salesmen, the quality of our work is our salesman; we do a little advertising, but that does not amount to anything." This class of concern usually will be found to be actually spending from ten to twelve per cent to get business if their costs are prorated against the business actually secured and not diffused over the whole business, including repeat orders.

Again, there is the ordinary printer with a salesman or two and doing quite a little advertising by means of circulars, booklets, etc. (most of which reach the waste-basket unread), and who will tell you "My cost for getting business is only ten per cent." When you get at his books you find that his salesmen get more than ten per cent in salaries on the work they actually land, and that a large proportion of the inquiries upon which they work are brought by the advertising-matter. The ten per cent in such cases running to almost double that amount when properly divided.

And, then, there is the modern printer with a sales and "service" department who is making up elaborate dummies and sketches and preparing copy on a "spec." He is landing much profitable business and making money (mostly on his repeat orders), but he has not the slightest idea of what it costs him to secure business because he is carrying all this as part of his overhead.

The above is enough to show that every printer should keep a separate account with his sales department and charge to it all selling expense, so that he may get an accurate idea of what it costs to sell his product as a percentage and what it costs to sell the special things he is pushing. If the expense in each department is carefully charged to the sales department, it will be easy to get the average hour-cost of selling and of artwork and dummy-making that it is composed of, and charge to each job its fair proportion.

Such a method may surprise some printers who think they are very economical in their sales expenses as well as some who are to outside appearances very reckless.

We have seen mercantile businesses where this sales-record department has been carried to such a fine point that the actual cost, not only of each sale but of each item in that sale, is figured out. One large notion house which we recall had records to show that it cost one cent to sell a card of buttons that sold for six cents. Of course, the printer does not want to go this far, but he should keep an accurate cost-record of the expense of selling every job and charge it up on the job-record as part of the cost of the job. In many cases he would be surprised to find how little was left for profit out of some of those elaborate jobs on which his salesman has spent days and his artists weeks. He would be equally surprised to note the substantial profit on some of the despised every-day work that comes in and goes out so quickly and quietly that you hardly know it is in the plant before it is delivered.

Every printer who employs salesmen and has not already separated his selling department should do so at once and learn just where he is drifting in the grand scramble for business.

The Little Things.

Most finished products, but especially those of the printer, are merely the accumulation of a number of little things, the absence or faultiness of any of which would impair if not entirely destroy the beauty and value of the whole.

To the uninitiated many of these little things do not appear on the surface, and even the man who knows will not always think of them as he should in estimating or in pricing his work, with the natural consequence that no charge is made for them.

Some printers have the habit of mentally grouping a number, or perhaps only a few, of these little things in groups of their own or with some larger operation, and feeling that they have thus taken care of them. This method is, to say the least, slipshod, and only to be tolerated in cases of extreme emergency. These small items vary as much as the larger in number and amount, but not always in the same ratio, and, in the hurry of estimating or pricing, the man making the figures is more apt to make allowance for those not present than to add for those present in excess.

A printer in the Central States, who is doing a large variety of work, including much novelty work for advertising, has a scheme which we think all of our readers could wisely follow. He made a list of all the possible operations he could think of in connection with a piece of printed matter, has it printed on strips of tough paper and keeps a supply of these on his desk. When he is ready to estimate or price a job he goes over it carefully and checks on one of these lists the operations actually involved on the job and the number. For instance, he finds the job is to be perforated, numbered, gathered, punched, padded, wrapped in a special way, labeled, and boxed; he checks each of these operations by placing in front of it the number, say 2,000 perforating, 6,000 numbers, 2,000 sheets to be gathered, 40 pads to be made, 120 holes to be punched in pads, etc. He says that this little list has made a thousand dollars for him in two years by preventing little things slipping by; and he is one of those whom we term careful men. What should it be worth, then, to the less particular fellow?

HARDENING STEEL BY COMPRESSED AIR.

A process by which steel is hardened by means of compressed air is now in use by a German firm in cases where only certain parts of the metal require hardening, according to *Compressed Air*. The customary methods of hardening by chilling the steel in water, oil, or special baths is not satisfactory in such cases, owing to the tension created between the hardened and unhardened portions of the treated metal. In the new procedure the compressed air is sprayed over the metal through specially designed nozzles, by means of which, by varying the number and spacing the openings, the degree of hardening may be accurately graded.

THERE'S more room for improvement than there is satisfactory building material.—*Ideal Power.*

MACHINE COMPOSITION

BY JOHN S. THOMPSON.

The experiences of composing-machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of getting results.

Troubles Overcome.

An operator who was recently given advice in these columns writes: "We have done as you advised — raised the pot legs and tightened the spring for the plunger, which was very loose — and the result surprised us. We are now getting a fine, full slug with a sharp face, and the only defect is a slight squirt at the beginning of the line, which I believe we can overcome. I wish to thank you very much for the information."

Mold-keeper Out of Place.

An operator writes: "I am enclosing a linotype slug on which the face of the type overhangs the smooth side of the slug so much that if the shoulder is cut off as it should be, the upper part of the face will be cut off. Please tell me what can be done to make face of type cast properly on the slug."

Answer.— If the slug is cast on a two-letter machine, it may be due to the mold-keeper being set too low.

Distributor.

A Nebraska operator writes: "About four months ago I put in a new distributor-box. Until three weeks ago I had no trouble with it particularly. Then an inspector examined the machine and took off the cam on the back distributor-roll, as he said it had been put on wrong and had to be set back one-thirty-second of an inch. Ever since then I have had trouble with the little cam-roll which works the lift and follows the surface of the cam of the back distributor-roll. It keeps working up and completely cutting off the little pin which keeps it down in place. When it begins to wear the pin, it seems to bind the distributor-rolls and causes them to slow up and clog the matrices in the magazine entrance. I have never before had trouble like this with it. The lift seems to be adjusted correctly, as it raises the matrices on the rails all right, and the distributor works fine except when the lift-roll and cam bind. What would you think causes this? Have put in three new pins the last two weeks, as the cam-lift roll has worked up and cut them off."

Answer.— We believe that by using a hardened pin your trouble will be at an end. Get a piece of spring-steel or piano-wire of the proper diameter. Use a mixture of oil and graphite at this place. Oildag would be better still if you could get it. This can also be mixed with clock oil for the keyboard cams. It is splendid for that purpose.

Lines Do Not Justify.

An Indiana operator writes: "Have been having trouble in getting thirteen-em lines having several spacebands to cast. Lines with three or four spacebands cast all right, but lines having more than that number refuse to justify enough to release the pot-plunger unless the lines are almost full. As you know, ordinarily, five to seven spacebands should justify a pica or a little more, but they don't do it. I tightened the justification-springs, and that helped some. I have the nuts screwed down on the springs so that fourteen threads appear above the nut on the right-hand spring-rod and sixteen threads appear on left-hand spring-rod above nut. Should they be tightened still more? All other justifications are all right. I had the same trouble on twenty-six-em lines once before. The machine is a rebuilt Model 1 and has been running for over a year, but no trouble of this kind was experienced until the last two days."

Answer.— Soak the spacebands over night in coal oil; the next morning, wash them in gasoline and rub both sides on a piece of felt having a liberal amount of graphite spread over it. Then place them in the machine with as little handling as possible. This treatment should permit tighter justification of lines. The springs may need more stress. Perhaps the lock-up of the mold against the matrix line is too tight. This adjustment is controlled by an eccentric-pin in the mold-slide cam roller.

To Get Good Slugs.

P. F. B., Indianapolis, Indiana, writes: "Will you please tell me what is the matter with the enclosed slugs? They are from a Model 9 machine with head-letter mouthpiece. I use a seven-point carbolite, and fourteen, eighteen and thirty-two point steel recess molds. I have tried the gas high and low; clean the vents every day, plunger twice a day, and mold two or three times a week, with no better results. When I get a slug like the samples submitted, I put in some metal and they cast all right for a few lines. You will observe a hole one em from the left end; every other hole in the mouthpiece has been plugged up — that is, the holes from which the vents lead. I am going to put in a new mouthpiece. Would you advise me to leave the holes open or close them up? You know there are twice as many holes as in ordinary mouthpieces. A factory machinist closed them up at first. Another question I want to ask you is this: On the twenty-six and one-half em, seven and thirty-two point molds, the lock-up seems to be bad on the left end, while the fourteen and eighteen point are perfect. Have you any idea what makes it? I have tested it with ink on all the molds, but I can't see anything wrong."

Answer.— We would suggest that you open vise and push the ejector-blade through the mold, observing if the front edge of the various blades are in alignment. From the appearance of the slugs, we are of the opinion that the lower section of the blade does not extend as far forward as the upper parts and is not in alignment vertically. If this condition is present, you should remedy it by buying a

new four-em section (F 1292). We can see no reason for changing the mouthpiece unless you can not open the closed jets. They should not be closed. Make a test of the mold by removing the mold-wiper and applying a uniformly thin coating of red ink to the back of the mold. If a thick coating is put on it will not reveal any unevenness that may be present. The mouthpiece should be cleaned after each test. The metal-pot is too high on both ends of the mouthpiece. Lower it by turning up on the top screws of the pot legs. When the holes show full and round along the edge of the mold, turn up on the bottom screws of the pot legs.

Oil on Matrices.

An operator writes: "How do the matrices become greasy, dirty and oily in a day's run? I have taken the matrices out of the magazine, washed the magazine with gasoline, let it dry and brushed with graphite as instructed, and have also wiped off the matrices. The book says 'follow matrices from assembler to other parts, where matrices come in contact, and wipe out such parts.' I have done all this, but it seems that the oil gets on them somewhere, I can not find where. Distributor box is always kept clean."

Answer.— There is a possibility that the oil gets on the matrices from the front of the mold, the oil being deposited on the mold by the ejector-blade. We suggest that you remove the ejector-blade and guide, and clean these parts thoroughly. Also clean the right side of the mold-slide and the groove the blade enters. While the slide is out observe if oil leaks from around the mold-slide oil-channel screw, which will be found close to the ejector-guide. If this shows signs of leaking, remove the screw and clean in gasoline, then put red lead on its threads and insert again. Matrices may become oily from the distributor screws. Remove the distributor box and raise both curtains. Take a strip of clean soft cloth and saturate with gasoline. Insert between the upper and lower front screws near right end, and while the screws are rotating draw the cloth back and forth through the threads. Dry the screws with a clean cloth. Clean all three screws in this manner, and do not oil too freely.

Poor Face on Slugs.

A West Virginia operator writes: "I am sending, under separate cover, four slugs (thirty ems brevier), cast on a Model 3 machine. You will see that the faces of several of the letters, more especially in the center of slugs, have the appearance of cold metal. I get the same results on any size slug. This is about as near as I can come to explaining the trouble, and now this is what I have done: I have put in a new plunger (new style); the holes in the well are open and free from dirt or dross, and the plunger comes up high enough to allow the well to fill easily. I have put tallow and graphite in the well and the plunger works perfectly free and easy, but is not loose enough to let metal come up around the rings when casting. I have repacked the pot, taken out the old mouthpiece and thoroughly cleaned all dross and dirt from behind it before putting in a new mouthpiece. The plunger seemed to go down fast enough, but to be sure, I tightened the pot pump-lever spring a trifle. I am sure the metal is in good condition, because I use exactly the same kind on my other machine and get excellent results. Now as to burners: I use natural gas. All the burners under the pot, throat and mouthpiece burn with a clear blue flame and seem to give as good a blaze as any one would want. Both flues are open and clean. As you can see, I have done a number of things, but evidently not the right thing, as the slugs are neither better nor worse than before I started. This machine is used only on job and book work and consequently I have to give as near a perfect slug as possible. I am at the end of my string. I have done everything but buy a new crucible, and I have about come to the conclusion that this will be the only remedy."

Answer.—Increase the tension of pump-spring to the limit — that is, put the spring on the end of the lever. The block on the other end of the spring should be pushed to the lowest point. If you increase the temperature just a trifle and clean out the cross-vents between the jets in the mouthpiece it may help matters. It may even be necessary to cut the vents deeper. This can easily be done by using a hammer and a sharp chisel, and then with a fine file smoothing up the ridges formed. Avoid using too



Water Buffalo and Native Cart, Philippine Islands.
From "Harvest Scenes of the World," a handsome book issued by the Service Bureau of the International Harvester Company of America.

much graphite in the well. It is a good plan to put graphite and tallow in a can and dip the plunger into the mixture before placing it in the well. The face of the slug has the appearance that is given by oily mold and matrices. Possibly your ejector-blade or guide is oily; or, perhaps you sometimes put oil in the mold. These will produce bad faces even when all other conditions are normal and correct. We suggest that you pull out the mold-disk, remove the ejector-blade and guide, and clean them with benzin, removing all traces of oil. Remove the mold and clean it in like manner; then polish with dry graphite. If the matrices show any signs of being oily on the sides or on the ears, lay them on a galley, casting edge up, and graphite them with the magazine brush or any similar bristle brush. There is a possible chance that the three following conditions need correcting: (1) Plunger is not fitting as tight as it should. (2) Cross-vents do not allow the air to escape from mold-cell. (3) Pot-mouth may not lock up evenly.

Changing Mold.

An operator writes: "I would like to know how to make changes on a machine where a universal-mold disk is in use, if I wished to change from one size body to another, or from a longer to a shorter measure, or from one size body to another without changing the measure."

Answer.—(1) Push back starting-lever and open vise. (2) Turn the disk and place the ejector-slot in front of the ejector. (3) Back the cams (taking hold of No. 1) until the distributor-shifter moves to the outer end of the second-elevator bar. (4) Press the ejector forward until it extends one inch past the mold-disk. Take hold of the lower end of the blade with the thumb and first two fingers and with the right hand draw out on the latch that releases the blade. Withdraw the blade outward and upward. (5) Insert proper blade while holding the latch forward. When the blade is pressed into place, press back on the latch and release it. Test the blade by trying to raise it. If it is locked (as it should be) it will remain intact. Draw starting-lever slowly and when the disk retreats push the lever back. (6) Turn the disk until the mold-cap screws can be loosened. After they are loose, withdraw each liner with the point of the screw-driver. Take a piece of brass rule and put a piece of cloth over it and rub it back and forth in the mold to clean it. Put in the desired liners and tighten the cap-screws. Turn the mold-disk to normal position. (7) Change left jaw to proper length. (8) Close vise and adjust right-hand knife to thickness of slug. (9) Change assembler-finger and long finger of delivery-slide.

Putting in Mouthpiece.

W. N., Pittsburg, Pennsylvania, writes: "(1) Having secured good results from your former advice, I decided to ask again. I have charge of three machines, on one of which the mouthpiece leaks a little when the lock-up is perfect. It seems to come out at the end and starts when the metal is a little too warm, although the slug is solid as a dollar. I have tried litharge mixed with water, but it only holds a week or two. Can you suggest a remedy for this? (2) In cleaning rubber rolls I sandpaper them and wash in soapy water, as recommended by the Mergenthaler Linotype Company. This I only do when the cams get slow, but I think the water makes them too hard and they soon get smooth or glazed and thus slower. I notice this particularly on the No. 5, on which I work, on double letters and on words like 'were,' 'there,' etc. (3) I have a little trouble with the distributor on another machine. When the lift raises the matrices they seem to strike the screw either too late or too soon, which, I don't know, but I do know that it is wearing away on the back edge of the back screw. It seems to raise the matrices too quickly, but if I lower it, is will not raise them high enough. The distribution takes place without many clogs, but I don't like this unnecessary wear. (4) I have about ten matrices on the other machine which will not hang straight on the bar. They are lower-case u's, and they drop into the i channel and cause clogs. What can I do to make them drop right?"

Answer.—(1) In putting in a pot mouthpiece you should use litharge and glycerin in the form of a paste. When this is applied in a uniformly thin coating to the back of the mouthpiece, it will not leak. It may be that the metal accumulates on the surface of the mouthpiece, owing to the lack of proper heat at that place. This will cause an imperfect lock-up, and will produce back squirts. Do not turn down the throat or mouthpiece burner. (2) The rolls may be roughened with the coarsest sandpaper, and need not be washed if the time can not be spared. The roller should receive attention as often as the glazed surface causes the cams to rotate slowly. It may be that your cams need oiling. If they vibrate when turned by hand it shows the need of lubrication on the pivots. Procure a bottle of clock oil, and when all of the cams are out of place, put a drop of this oil on each cam pivot. Before returning the cam yokes to the frame clean the sides of the free end of every cam yoke and polish the pivoting wire. If this treatment is properly applied, you should have no further trouble. It may be necessary to sharpen the milled edge of some of the cams, as they become blunt from use. (3) In regard to the matrices damaged in the distributor-screw, we could probably tell you more definitely the cause of the trouble had you sent a matrix. The matrices that drop into the i channel should be discarded, as they probably have damaged teeth.

Recent Patents on Composing Machinery.

Multiple Magazine Linotype.—D. S. Kennedy, Brooklyn, N. Y., assignor to Mergenthaler Linotype Company, New York. Filed October 4, 1913. Issued November 4, 1913. No. 1,077,721.

Typesetter.—A. Savarese, Paris, France. Filed May 7, 1912. Issued November 4, 1913. No. 1,077,759.

Magazine Lock.—G. P. Kingsbury, Brooklyn, N. Y., assignor to Mergenthaler Linotype Co., New York. Filed May 7, 1912. Issued December 2, 1913. No. 1,080,351.

Spaceband Buffer.—D. S. Knox, Denver, Colo., assignor to Mergenthaler Linotype Co., New York. Filed April 2, 1910. Issued December 2, 1913. No. 1,080,352.

Magazine Entrance Guard.—C. Muehleisen, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed January 2, 1914. Issued January 13, 1914. No. 1,084,224.

Matrix Composing Machine.—B. Cade, Shelby, N. C. Filed December 5, 1912. Issued January 13, 1914. No. 1,084,395.

Multiple Slug Galley.—M. Hartmann and O. Schimmel, Berlin, Germany, assignors to Mergenthaler Linotype Company, New York. Filed October 24, 1913. Issued January 27, 1914. No. 1,085,567.

Intaglio Matrix.—P. T. Dodge, New York city, assignor to Mergenthaler Linotype Company, New York. Filed July 15, 1907. Issued January 20, 1914. No. 1,084,617.

Matrix Assembler.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed February 3, 1913. Issued January 20, 1914. No. 1,084,795.

Automatic Clutch Control.—H. Degener, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed October 6, 1911. Issued February 3, 1914. No. 1,085,891.

Justifier for Tabular Matter.—P. T. Dodge, Washington, D. C., assignor to Mergenthaler Linotype Company, New York. Filed January 18, 1912. Issued February 3, 1914. No. 1,085,898.

Two-letter Matrix Assembler.—J. Mayer, Berlin, Germany, assignor to Mergenthaler Linotype Company, New York. Filed November 11, 1910. Issued February 3, 1914. No. 1,085,925.

Font Distinguisher.—W. E. Bertram, Brooklyn, N. Y., assignor to International Typesetting Machine Company, New York. Filed November 23, 1911. Issued February 3, 1914. No. 1,086,269.

A BILL FROM BILL.

Old Bill Barron had scrubbed out the garage, and the lady of the house in expressing her satisfaction about the work had said, jokingly, "Now, you must give me your bill for work." "Yes'm," said Old Bill. A few hours later the lady received the following "bill" from Old Bill: "Maddame I am financely embarist & my help is after me evry time they see me please to give me check or mony so I can pay them cincerly W. H. Barron."

ROTARY PHOTOGRAVURE, THE LAST WORD IN PRINTING.*

BY S. H. HORGAN.

WE are going to consider briefly a method of printing which is awakening unusual interest in the whole world of the graphic arts. It is called "Rotary Photogravure"; "Gravure" being a French word for engraving: it is engraving through the aid of photography, hence "photogravure"; and the engraving being done on a roll which is rotated in printing, therefore the title: "Rotary Photogravure."

This intaglio engraving on cylinders is considered to be new, and still the Assyrians engraved intaglio on cylinders over five thousand years ago, and some of the engraving they did is so minute that it must be read with a magnifying glass.

The Assyrians made their books of clay — and so do we; only the Assyrian book was genuine clay, while ours is shoddy, for we place a clay coating on a basis of wood-pulp or rag. Pages of Assyrian books, after a lapse of from five thousand to seven thousand years, will be found in all our great public libraries, while the clay-coated wood-pulp books we are so proud of to-day will shortly disintegrate into dust. Which in some cases, at least, may be fortunate for posterity.

Whether or not the Assyrians printed from their intaglio-engraved cylinders we do not know, for fragile records have been destroyed by the ages. The Athenians engraved their maps, intaglio, on smooth metal plates, after the method of copperplate printers. If they printed from them as we do, time has also wiped away the proof.

So modern is rotary photogravure that the inventor has only recently retired, at the age of seventy-one, to his old home in Austria after working out the process in England. It is to Karl Klic (pronounced Klisch) to whom the honor is due for patiently evolving, notwithstanding great discouragements, this wonderful method of printing which promises to make the twentieth century famous for popularizing art.

The fascinating story of Karl Klic and his accomplishment is, in brief, this: Born in Bohemia, his father a chemist, young Klic studied art at the Prague Academy of Painting, after which his father set him up in a photographic studio at Brunn. A restless genius, he gave up photography for painting, first in Pesth and later in Vienna. Here he practiced etching and later experimented with photogravure, with the result that he invented an important improvement in that method of engraving which is known by his name. Klic did not go to England until the late nineties. There he worked in secret and what he finally evolved was this: the application of the press used for wall-paper and calico printing to printing photogravures etched on copper cylinders. His results printed by the Rembrandt Intaglio Printing Company of England attracted art-lovers everywhere.

As soon as the photogravures produced by the Rembrandt Company were seen, curiosity was stimulated as to how the engraving and printing was done. Experimenters tried to follow, with the inevitable result that the secrets of Karl Klic were at last discovered and now rotary photogravure is common property.

To understand Karl Klic's method, let us, for a moment, see how wall-paper and calico are printed: A cylinder, usually of copper, is turned perfectly true. On this cylinder is engraved or punched the design so as to print intaglio. When on the press this engraved cylinder either turns in a trough of ink or the ink is smeared upon it with an ink-roller. Immediately after the copper cylinder turns out of the trough of ink it is scraped with a sharp, flexible steel blade called a "doctor," which cleans from the surface of the cylinder the surplus ink not held in the lines or dots engraved or punched in the cylinder. Then the web of paper or cotton fabric is pressed against the copper roll by a rubber-covered impression cylinder and the web absorbs all of the ink from the crevices on the copper roll.

Now, gentlemen, lend me your ears, for we are going into the technic of this subject. Dooley, you recall, said to his friend Hennessy: "It's a terrible thing, Hennessy, to be a college president — you *have* to be so intelligent." Let us all imagine we are college presidents for a few moments, even though the strain may be "terrible."

Karl Klic adapted the principle of wall-paper and calico printing to photogravure in this way: He began with a polished copper roll, around which he wrapped a photographic negative in carbon, which is gelatin. This gelatin negative has a fine network of crossed lines all over it at a pitch of 150 lines to the inch. Between these lines are minute squares of gelatin — 22,500 of them to the square inch. These squares of gelatin are thickest in the highest lights of the picture and thinnest in the shadows. Examined with a microscope, the crossed lines stand up like walls or partitions separating the squares.

When this gelatin film is dried upon the copper cylinder the latter is revolved in a bath of chlorid of iron which soaks through the gelatin and immediately begins to etch the copper under the thinnest squares of gelatin. The etching continues until, where the gelatin squares are thickest, the copper begins to lose its brightness, then the cylinder is plunged into hot water and the gelatin film removed.

It will then be found that the fine crossed lines in the gelatin film have protected the copper from being etched, while between the lines square cells have been etched to varying depths; deepest in the shadows and growing gradually shallower until scarcely any depth is shown in the highest lights.

Now all that remains is to go to press with this cylinder. The ink used is extremely liquid and evaporative. It fills the cavities readily, and, as the cylinder revolves, a sharp and flexible knife-blade scrapes the surface of the cylinder perfectly clean of ink. The fine crossed lines, or partitions, on the cylinder act as bearers for the blade. The paper being pressed into contact with the ink in the cells absorbs it completely, and the result is the most artistically beautiful prints that have ever come from the fast printing-press, as you will see from the exhibits which are now spread before you.

It is not possible that this hurried description of a most intricate process may be clear to even college presidents. Some of the questions you will ask are: How does the cost of rotary photogravure compare with half-tone relief blocks? At what speed can these photogravure prints be made, and what is the life of a photogravure cylinder? The cost of rotary photogravure is higher at present, but it will be cheaper than relief-half-tone printing. The highest speed at present is twelve thousand an hour, and a hundred-thousand edition can be printed from a cylinder without showing appreciable wear.

*An address delivered by S. H. Horgan before the Technical Publicity Association, of New York, on February 19, 1914.

NATURE has made occupation a necessity to us; society makes it a duty; habit may make it a pleasure.— *Capelle.*

NEWSPAPER WORK

BY J. C. MORRISON.

Editors and publishers of newspapers desiring criticism or notice of new features in their papers, rate-cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. If criticism is desired, a specific request must be made by letter or postal card.

CULTIVATING THE FIELD.

This department has placed and will continue for some time to place emphasis upon the study of advertising costs and the raising of advertising rates to a compensatory basis; but we are pleased to turn aside from this study for a space to call attention to a feature of the trade-promoting campaign of E. Lowry's Sons, the enterprising publishers of *The Gibson Courier*, of Gibson City, Illinois.

The publishers of *The Gibson Courier* believe in the country newspapers in general, and the *Courier* in particular, as the ideal publicity agency which the general advertiser should use in exploiting his wares. In giving expression to the first idea they have taken the lead in combating the "magazine-supplement" evil among their newspaper brethren, and in giving expression to the second idea they have published a couple of folders about *The Gibson Courier* which in directness and dignity of appeal are exceptional.

The first bears on the outside the words "Sworn To," and is sealed with a red seal. Within is a sworn-circulation statement by weeks for a year, and the following straightforward argument:

"There is no guesswork about the circulation of *The Gibson Courier*. For fourteen years the publishers have kept an accurate record of each week's issue and sworn to the weekly average at the end of the year. In that period the *Courier's* circulation has increased from 1,003 to 1,628.

"An average of 1,628 papers printed each week, the bulk of which go to buying families in Gibson City's trade territory, means that the advertiser who has something worth while to say to the people of this region can do it with the minimum of effort and expense through the columns of the *Courier*. By using other mediums a part of the buyers in Gibson City and the surrounding country can be reached; by using no other medium than the *Courier* can practically all of these buyers be reached.

"When the *Courier* sells advertising space it sells circulation — and it delivers the goods."

The other advertisement is a four-page folder, the pages being 8 by 11 and the type-page 5 by 7, thus leaving good margins. It is set in fourteen-point and illuminated. The circular is rather long to quote, but it sets out that *The Gibson Courier* offers both quantity and quality of circulation; that it acquired its circulation by merit alone; that its news, editorial and advertising standard is high; that typographically it is in a class by itself, and that it solicits advertising on the basis of service. Then follows a statement of the circulation for thirteen years.

These circulars were no doubt intended primarily for the securing of business from the general advertisers. Country papers deserve more of the business of the general advertisers and would get it if more of the papers went after it as intelligently as does *The Gibson Courier*.

Local Opportunities.

Not only is there considerable general advertising getting away from the country papers, but there is also a great amount of local business lost simply because the field is not worked. Do we cultivate our fields as carefully as we advise our farmer friends to cultivate theirs? As a matter of fact don't most of us simply "cut and turn"?

The merchants are looked to as the furnishers of advertising, but as a matter of fact every one who wants publicity should be considered a possible patron of the advertising columns. Take the matter of "auction sales." Scores of farmers in every community hold them, and dispose of several thousand dollars worth of property. An enterprising merchant selling this much property would spend $50 or $100 advertising for such a sale, but many a country publisher lets the farmer think he has advertised his sale when he buys $5 worth of bills and a reading-notice.

There is nothing by which it is easier to prove that advertising pays than a farm auction sale. The liberal use of space in the local paper is sure to attract a crowd of bidders interested in the different items of property which are advertised. Spirited bidding means several hundred dollars more for the farmer. Not a country publisher but knows this. There is not a farmer but wants to have a successful auction, and the most of them will quickly realize the importance of wide publicity and its relation to a successful sale if the matter be properly presented. Every auction sale should be announced in anywhere from a quarter to a full page advertisement in the local paper, and both the publisher and the farmer would be the richer. The rate should of course be 25 to 30 cents an inch for the first insertion.

In working up this business it is a good plan to find out those who are going to hold auction sales, and write a letter presenting the argument for the use of the advertising columns with a suggestion as to the amount of space which should be used and what it will cost. Of course, some farmers will be "penny wise and pound foolish," but farmers do not have a monopoly of that trait.

Then again, there is the classified section. Some very good newspapers carry these small advertisements in the local columns; but however they be carried, they pay well if they are given attention. The cost of carrying them is small.

Then there are the politicians; they will be wanting a great amount of publicity this year. Political advertising

should be put on a business basis — a *real* business basis. More of this anon.

I shall not attempt to exhaust the subject of "cultivating the field" at this time, but only mention these little things in a general way as subjects for reflection.

Special Editions.

"Cultivating the field" by publishing special editions is a method to be considered with a great deal of careful thought. Farmers of the western prairies are sometimes accused of "skinning the land," and many a publisher who gets out a special edition simply does the same thing. A publisher recently told me, with considerable pride, of an edition he had issued which brought him in nearly $1,000. That looked good, but on inquiry I learned that a solicitor had taken fifty per cent of the gross receipts as his share. This left about $500 for the publisher. The edition consisted of about thirty pages, profusely illustrated, printed on book paper, and no shop could produce it at less than $20 a page. The shop spent four weeks getting it out. The publisher lost money and never knew it. He probably paid the wages of his employees, and the cost of the stock, and had the rest in ready money and considered that much as his profit. Who paid the rent, heat, light, power, interest, depreciation, etc., for the month the shop was engaged on this work?

And he not only did a month's business at a loss, but he "skinned the land," leaving many of his patrons with the impression that they had really done some advertising.

Holding Down the Size of the Paper.

In this connection it occurs to me that too many country publishers increase the size of their papers on the slightest provocation, taking pride in publishing as large a paper as possible. Successful metropolitan publishers have learned the fallacy of this, and when the advertising load is heavy they hold the number of pages down and overload them with advertising. "We can make money when the others are starving," said a successful metropolitan publisher to me some time ago, and the reason for it was that the size of his paper was regulated by an iron-clad schedule. When the advertising load was normal, there was an equal amount of space devoted to reading-matter and advertisements, but as the advertising load increased, no increase was allowed in the size of the paper until a certain point was reached. As the advertising load kept increasing, and more pages were added, the proportion of reading-matter allowed dropped rapidly, so that when the paper was double its normal size, advertising occupied over two-thirds and reading-matter less than one-third of the total space. His rates were based on a paper carrying a normal load of half advertising and half reading-matter, so that when the business was heavy, he not only enjoyed greater revenue from the increased business, but made a greater proportion of profit on the increased business than on his regular business.

How the same principle can be used by the country publisher will readily be seen. Keep the number of pages down to the minimum consistent with service. If using patents, keep the number of home-printed pages as few as possible.



A Forest of Manila Trees.

From "Harvest Scenes of the World," a handsome book issued by the Service Bureau of the International Harvester Company of America.

Starting a New Paper.

Every one who has been in the newspaper business for any length of time knows that it is a business which presents a great many difficult problems which must be solved to make it successful; and yet there appears to be no business concerning which outsiders are so free to offer advice as the newspaper business. Recently a correspondent asked me for an estimate of the cost of publishing a daily of a certain size in a city of about ten thousand, saying that he had been asked by the business men to furnish such an estimate because there was a strong feeling among them that a new daily should be started.

My correspondent is at present running a job-shop and enjoys a good business. He is in a city where there have been several newspaper consolidations, and which now supports one daily and a weekly or two. The present daily, through the various consolidations, is now in the hands of men who formerly had an exclusive job-shop.

After taking over the newspaper, the proprietors were some time in discovering that the newspaper was eating a big hole in their profits, but when they did discover it, they

set about to put the paper on a paying basis and of course found it necessary to raise the advertising rates. The merchants were only human and at first objected, but the great majority soon acquiesced in the new rates. One or two objected and are still objecting, and are responsible for the movement to try to get a second daily started. These men who want to get a new paper started are always — yes, always — like the proverbial frog, capable of making an amount of noise entirely out of proportion to their numbers, and entirely out of proportion to the amount of financial support which they will give to a paper.

My advice to the owner of a good exclusive job-shop is, unqualifiedly, to stay out of the newspaper game. If some one wants to start a new paper and is willing to pay for its production at regular commercial rates, then let him start it, and get the job of printing it at the same rates journeyman printer is marooned in some small town wasting his time and money giving the town what it does not want. It requires a great deal of courage for the printer to look such a situation squarely in the face and decide to make the obvious change, but the printer who will muster the courage and do what he knows should be done will be much better off in a surprisingly short time.

Publishing a Monthly.

A couple of correspondents this month have been asking for an advertising rate-card for small monthly publications, and that reminds me that the job-printer who is anxious to get into the publishing business can learn a great deal from the regular publication of even a small monthly magazine — if he will but keep an accurate cost-record on it as he does on his other commercial printing.



Drying Manila Fiber.

From "Harvest Scenes of the World," a handsome book issued by the Service Bureau of the International Harvester Company of America.

charged for the regular commercial work. N. B.— Be sure, though, that the person with whom the contract is made is financially responsible.

"Supporters" Who Don't Support.

I have heard of a new daily being started because friends paid enough advance subscriptions to make the first payment on a composing-machine. I would as soon think of buying a six-cylinder automobile because some friend presented me with a pair of goggles.

Perhaps the worst sinners in encouraging the starting of new papers are the politicians — usually men who furnish very little of the real business of a newspaper. The printer who is deceived by them and starts a new paper is not wise, for he will soon have to shoulder the burden alone, and will either struggle along at a loss before he quits, or else work for years to get the paper on a permanent basis only to find in the end that the game was not worth the candle because he had overcrowded the field.

While on the subject it may not be amiss to say that there are throughout the country many papers which are kept alive simply through the sacrifices of the country publisher and his family. The printer who attempts to keep a paper alive in a community which will not support it is committing as grievous an error as the one who starts a new paper where there is really no field for one. Very often a good

The basis on which advertising costs for small monthly publications is computed is not as well settled by custom as it is in the case of newspapers, but certainly no job-printer would care to launch a monthly magazine unless there was sufficient patronage in sight to make it a paying venture. The subscription receipts would be small, and the real burden of producing the magazine should fall on the advertisers. As a magazine of one thousand circulation would cost about $3 a page to produce, and as there could hardly be less than a page of advertising for each page of reading-matter, this would make a page of advertising cost at least $6 a page for its mechanical production alone. As there would be some editorial service to be charged, engravings to purchase, and a modest profit desired, the starting-point for a rate should be at least $10 a page an issue.

In order to have a rate-card which would encourage both the large user and the regular user, I would shape up a sliding scale something like this:

	Year.	Six Mos.	Less Than Six Mos.
Full page	$10.00	$15.00	$20.00
Half page	6.00	9.00	12.00
Quarter page	4.00	6.00	8.00
One inch	1.00	1.50	2.00

As before stated, this rate-card is based on there being an equal number of pages devoted to reading-matter and to advertisements, and on the advertisers carrying practically

all the burden. There is a tradition abroad — the source of which I do not know — that in the production of magazines the subscribers are supposed to pay the cost of producing the pages devoted to reading-matter, and the advertisers are supposed to pay the cost of only the pages devoted to advertising. I do not see how any student of costs could seriously advance such an idea, and it is my opinion that the tradition must have arisen from some statement made for the delectation or deception of the *hoi polloi* by some magazine publisher.

Advertiser Is a Purchaser of Reading-matter.

At some time in the future I will want to recur to this matter in connection with a further study of newspaper advertising costs, and so will only say at this time that it will readily appear to any one who will give the matter a moment's thought that the advertiser is the purchaser — and is therefore properly chargeable with the cost — of something more than simply the mechanical cost of producing the pages of the magazine on which his advertisement is printed. That something more which he buys is improperly defined by the word "circulation" and inadequately defined by the word "publicity." I know of no single word to describe it, but it is "the assurance of having a certain number of his advertisements circulated, and the right of having that number circulated in association with reading-matter of a certain quality and kind." The advertiser has his advertisement circulated to the extent of one thousand or one hundred thousand copies, as the case may be, and as the circulation mounts is willing to pay a higher rate, and thus manifests his interest in quantity of circulation. Since the reading-matter is the real basis of circulation — the producer of circulation — the advertiser is in fact a purchaser of reading-matter and therefore properly chargeable with the cost of producing the reading-matter, at least, in part. Since the effectiveness of an advertisement is affected also by the kind of people among whom the publication circulates, the advertiser is also interested in the quality and kind of the reading-matter, and therefore again a purchaser and again properly chargeable with the cost — at least in part — of securing the quality and kind of reading-matter that will secure the attention of the quality and kind of subscribers that he wishes to reach.

"Advertisers Pay for Paper Anyway."

No man should engage in any branch of the publishing business, from a little sixteen-page monthly to a city daily, without this theory well thought out. It has been observed in a general way by all successful publishers from time immemorial, and it is the basis of the popular notion among the laity, that "the advertisers pay for the paper anyway."

Almost everybody has really believed that "the advertisers should pay for the paper anyway," except, apparently, the printers and the advertisers. The printers, too, have believed it but have not bothered to find out how much the advertisers should pay if they were going to pay for the paper; and the advertisers have believed it, too, but naturally did not propose to pay any more than the printer told them they should pay. And because there is really no serious disputing of this point is the reason why it is so easy to raise advertising rates to a compensatory basis when once the printer knows what his advertising is costing him.

Cases Where the Advertiser Doesn't Pay.

Governor James Cox, of Ohio, tells a good story on himself which is quite in point. He says that his paper was not prospering and so one day he set the bookkeeper to figuring out how much advertising it would take to make the paper pay, and he found that at the rate he was then charging, if the whole paper, front page and all, were devoted to advertisements, the deficit at the end of the week would have been only $231!

The publisher of the average country weekly could do a bit of the same kind of figuring and find considerable food for thought. Take the average country weekly or small daily of the class which I have heretofore described as the "eight-page paper" — that is, a six-column quarto, printed all at home or its equivalent. This paper, with a modest manufacturing profit added, costs $100 an issue. With receipts (if a weekly) of $2,400 from subscriptions, legals and locals, leaves $2,800 which must be paid by the display advertiser or not at all. Such a paper usually carries about seventeen thousand inches during the year, the average cost for each inch therefore is 16½ cents. But instead of computing the cost from the amount which may have been carried, let us reverse the process and see how much advertising it is necessary to carry on an average every week at the different rates in order to produce this necessary revenue. Dropping fractions, it runs like this:

At a rate of 20 cents an inch — 13 columns.
At a rate of 19 cents an inch — 14 columns.
At a rate of 18 cents an inch — 15 columns.
At a rate of 17 cents an inch — 16 columns.
At a rate of 16 cents an inch — 17 columns.
At a rate of 15 cents an inch — 18 columns.
At a rate of 14 cents an inch — 19 columns.
At a rate of 13 cents an inch — 21 columns.
At a rate of 12 cents an inch — 22 columns.
At a rate of 11 cents an inch — 25 columns.
At a rate of 10 cents an inch — 27 columns.
At a rate of 9 cents an inch — 30 columns.
At a rate of 8 cents an inch — 34 columns.
At a rate of 7 cents an inch — 39 columns.
At a rate of 6 cents an inch — 45 columns.
At a rate of 5 cents an inch — the whole paper and a deficit of $6.

This table should effectively demonstrate the futility of trying to load enough advertising into a paper at an 8 or 10 cent rate to make it pay. No eight-page paper can carry thirty-four columns the year through, as is demanded by the 8-cent rate, nor twenty-seven columns, as is demanded by the 10-cent rate, nor even twenty-two columns, as is demanded by the 12-cent rate.

"Cultivate the field" we must and produce all the business we can, but it is of first importance to have an advertising rate which will produce a profit on the business we get.

BEWARE.

"Beware of the over-cheap," said William Wood, the head of the cloth manufacturing business at a dinner in Boston.

"The over-cheap too often has a catch in it — like the Paint Rock case.

"A man went through the village of Paint Rock selling cloth for men's suits. It was fine cloth and yet the price was only 25 cents a yard — the making of a complete suit for $1.25. Only one suit was sold to each customer, and the vendor said a traveling tailor would come along the next week and make up the suits at an equally low rate.

"The tailor duly came along and, marvel of marvels, his charge was only 50 cents. The suit complete, a stylish suit of good cloth, for $1.75!

"The tailor took away with him, to make up, all the cloth that his forerunner had sold in Paint Rock — and the next week this same cloth was sold over again in Nola Chucky or Quegue. At any rate, the Paint Rockians saw no more of it."

CRITICISM OF NEWSPAPERS AND ADVERTISEMENTS.

BY J. L. FRAZIER.

Reporter, Galt, Ontario.— The Christmas number is handsome, the advertisements and the presswork being exceptionally good.

FROM D. C. Walker, Wichita Falls, Texas, comes a package of very fine advertisements fully up to the standard of his former good work.

The Scottish Optimist, Edinburgh, Scotland.— This paper, the organ of the Society of Optimists, of Scotland, is well printed and filled with inspiring paragraphs.


The Herald-Progress.

The News at Webb.

CHRISTMAS

The News at Tatwaller.

LOCAL NOTES

LOCAL NOTES

MERRY CHRISTMAS

No. 1.
A first page good enough to serve as a model.

The Herald-Progress, Sumner, Mississippi.—A beautiful, clean and well-balanced first page; one that could be followed as a model by publishers desiring to improve the appearance of their papers. It is reproduced (No. 1).

J. B. MILLER, Bucklin, Kansas.— The first page of the *Banner's* special poultry-show edition is very nicely arranged with its bands of illustrations of chickens across the top and bottom. You publish a very good paper.

The Courier, Clark, South Dakota, has sent in another fine page advertisement, marred only by excessive ink in printing. The advertisement is the production of Roy A. Bast, whose work is known to readers of this department.

HAROLD WILSON, Nashua, New Hampshire.— The page advertisement is best as you first set it. In the resetting there is nothing that stands out sufficiently strong to attract the attention of the reader, since all of the upper three lines are weak. In the first setting, you had one strong line at the top. You have a very good idea of advertisement construction, the features most amenable to criticism being the lack of care in the mechanical make-up, such as poor joining of rules and setting headings too close to the rules forming the various panels. A little more care as to the mechanical features will bring about a vast improvement in your work.

L. G. MOTT, *Oskaloosa Independent*, Oskaloosa, Kansas, has sent in for review a very good advertisement. We would criticize the placing of the headings at the left side and in some instances using small floral cuts to make these lines longer. Placing the headings in the center would have been much better. A larger line in the headline also would have been an improvement.

The Lincoln County Times, Davenport, Washington.— This paper represents the neatest presswork seen in this department for some time. The first page is a beauty, being almost perfectly balanced and carrying headings of various sizes, regulated by the importance of the news items. You have reason to be proud of your paper. There is, however, room for improvement in the advertisements.

Honolulu Star-Bulletin, Honolulu, Hawaii.—The Christmas number is at hand and it is very creditable, especially the cover, which is printed in red, yellow and dark blue,



No. 2.
A clever cover-page. Original in three colors.

and is reproduced here (No. 2). A feature of this number is the picture of a native lad, smiling down at the reader and writing above him "Merry Christmas." On his back is a paper sack, bearing the words "Star-Bulletin." The advertisements in the magazine section are better handled than those in the regular news section of the paper.

The Tribune, Windsor, Nova Scotia.— You should make your pages just half the size they now are. As it is, the sheet is too large to be conveniently held by the reader, and being compelled to do so much folding in order to read a paper is an annoyance. If you ran eight pages half the

size of the four you are now running you could keep your first page free of advertisements. The advertisements contained in the paper are very good, although fewer typefaces would make a decided improvement.

A CLEAN, well-balanced advertisement is that from the *North Side News*, Jerome, Idaho (No. 3). There is a pleasing variety in the shape of the various panels, and the advertisement is well displayed, the heading, the date and the name of the firm being given due prominence. Had the matter in the four center panels been set with two-line prices the advertisement would have been almost perfect. Readers of this department should study this advertisement carefully.

gives the work a spotty appearance that makes it not only difficult to read but of little advertising value. You could have eliminated much of the extra room that has caused you so much difficulty had you allowed a margin of three or four picas between the outside border and the body of the advertisement, and in this way made the advertisement stand out with greater force.

I. A. GRABMEYER, of the *Times*, Bay City, Michigan, sends in a package of very neat advertisements, the body matter on most of them having been set on the linotype. The display is good and the prices are, as a rule, brought out well. One of these advertisements, representing Mr. Grabmeyer's general style, is reproduced (No. 4). It is



No. 3.
A symmetrical and well-proportioned double-page advertisement.

Hamilton County Advocate, Aurora, Nebraska.— You have run a large advertisement across the top of your first page, while on the back page you have nothing but reading-matter, an arrangement which is never consistent with the making of a good newspaper. Your advertisements are neat and the presswork is very good, so that with a clean first page you would have as good a paper as one could ask for. The back page is an outside page also and should furnish good positions for advertisers. The large double-page advertisement is well handled and offers no opportunity for criticism.

MILLARD S. BINNEY, Fullerton, Nebraska.— You could have done better with the material you have had you broken up the advertisement into more panels and, perhaps, placed a rule border around the cuts. Much of the awkward white space now so evident in this advertisement could have been eliminated in this way. Another instance in which you have erred is in crowding your headings to the rules which form your panels and then throwing three or four picas of white space on either side of some word lower in the panel. This well balanced throughout, each panel or cut having a companion in the same relative position opposite. The circles at the top, of contrasting shapes, add variety, and consequently attract attention. They would be better a trifle lighter in tone, more in harmony with the weight of the border and the display-type.

EARL J. MYERS, of Fostoria, Ohio, has sent in a page advertisement that is a model of neat workmanship. It has the further advantage of being well proportioned, and the prices are well brought out. Being so good in all these respects, it seems hard to be compelled to say that it is weak in one very important feature. The heading is very much too weak, both for purposes of preserving balance and of gaining the close attention of the reader. It is in looking over just such advertisements as this, however, that we gain the most knowledge of correct advertisement construction, for, with only the one defect to note, our chances of remembering it are increased. An advertisement full of errors of construction is likely to direct our attention in so many directions we will lose out on all,

but in this instance it is a plain case, easily comprehended. The advertisement is reproduced (No. 5).

Aberdeen Daily American, Aberdeen, South Dakota.—The miniature edition which you printed and distributed at the annual banquet of the Merchants' Association is very fine. It should have made a favorable impression upon the merchants and proved to them that you are keenly alive to your opportunities and offer them a first-class medium for their advertising. For the benefit of those who can not see the edition it might be well to state that it consists of four pages, 7½ by 10 inches in size. The reading-matter is made up of boosts for the town, the merchants and the *American*. The publishers' salutatory which appeared on the first page of the paper reads as follows: "We had to wait until after dark to come out because of our scanty dress. Honest, the sheet is so small it hardly covers and the filling is of such



No. 4.
Advertisement by I. A. Grabmeyer, *Times*, Bay City, Michigan.

texture that the editor hopes you can see through it. We are off! In just this particular shape — some shape, too, eh — and you may not see us again. Speaking for the association we may say that it is destined to do great things. At last the merchants have gotten together in a legitimate association for their mutual benefit. It is worth while and bound to succeed. It does things and will do more. We can be of mutual help."

From S. A. Johnson, of Winnipeg, Canada, we have received a package of well-displayed advertisements, the chief charm of which lies in the simplicity of treatment which makes for the best legibility. The advertisements appeared in the Winnipeg *Lögberg*.

A Good Plan.

The publishers of the Delphos *Herald*, Delphos, Ohio, have shown their faith in advertising, and in their own paper, by using in the issue of January 24, a two-page advertisement. In it they describe the items of office equip-

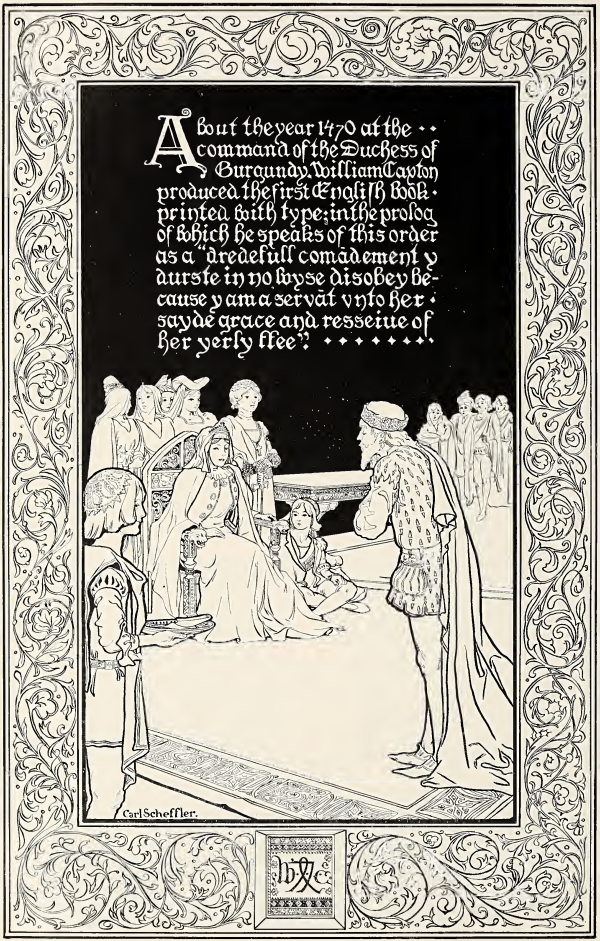


No. 5.
An advertisement well handled from a mechanical standpoint, well proportioned, but, for want of sufficient strength in the heading, not well balanced.

ment carried in the company's stationery department, illustrating those items and giving the price. It is a plan that every publisher could follow advantageously, increasing the size of his own advertisement as the size and number of those for his customers decrease. It is not altogether the direct results of such advertising that make the plan desirable, but it shows other advertisers that the publisher has confidence in his own medium. Those plants not carrying a line of office appliances can advertise stationery, handbills, cards, sales bills or anything produced in the office. Unfortunately, the advertisement is not suited for reproduction.

Nineteen Pages of Automobile Advertising.

The Baltimore News, on Saturday, January 17, published the largest paper in its history, thirty-four pages being necessary to handle the advertising and news matter on that day. This large paper was made necessary by the fact that nineteen solid pages were devoted to a special automobile number, marking the beginning of the automobile show in that city. The publishers are elated over the fact that in spite of the handicap of following on the heels of an off year the issue carried over seven thousand more lines of advertising than were handled in the show number of last year. Another feature of this large issue is that it was printed in one section, thus minimizing the liability of part being lost before reaching the reader.



THE INVENTION OF PRINTING.

Third of a series of calendar designs illustrative of the progress of the printing art. Designed and drawn by Carl Scheffler, Palette and Chisel Club, Chicago.

PRESSROOM

The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science.

Slurring on Edge of Half-tone Plate.

(1607) Submits a folder printed in red and black on enamel stock. The pages alternate with type and half-tones. On the gripper edge of the sheet the half-tones show a slurring which was the subject of the pressman's inquiry. Slurring on the whole line of plates at their outside edge may be due to a baggy tympan. It may also be caused by the improper setting of the register-rack. Examine the edges of the rack teeth for wear. It may require resetting to eliminate the slur. The cylinder-bearers, being oily at the point opposite where the cylinder segment and bed-rack have first contact, may cause a slur. Keep these parts dry. The cylinder-bearers may not have firm contact with the bed-bearers, and the lack of sufficient friction here may permit a slur to appear. The lowering of the cylinder a trifle corrects this error.

Imitating Typewritten Letters.

(1613) "Please inform me what is the best and correct way of imitating typewritten letters on a platen press. There used to be a process of printing from ribbon, which was called 'Neidich-Process'; if this is still in use, please give me the address."

Answer.—About the easiest way for the ordinary printer to produce this work is to procure a piece of any of the following goods: chiffon, nuns' veiling, china silk, or silk bolting-cloth. Make a hem on each end of the fabric so it can be slipped over both grippers. The grippers may then be separated so as to make the fabric taut. The form may be made ready before the cloth is placed on the grippers. It will require about one thin cardboard more impression to print through the fabric. The Neidich Process Company has an office at 366 Broadway, New York city.

Ink Does Not Take on Blank Board.

(1606) Submits a section of a hanger printed on six-point blank board. The wood type does not appear to deposit the ink in a regular film, for in one part of a figure it appears gray while two inches away on the same character, it appears solid black. The printer writes: "We are enclosing sample of a job which our pressman has asked us to send you. He claims that the board is the cause of the ink acting the way it has on this job. He used book ink and you can see how it worked. It seems to the writer that the ink would not take hold of the enamel on the board as it is a highly enameled cardboard, but our pressman does not agree with the writer on this. Kindly advise us."

Answer.— We do not believe that either ink or board is at fault for the reason that in some parts of the figures the ink covers properly. The trouble may be due to the manner in which the ink is applied. You should double roll the form and carry more color. It would do no harm to double print this form, as all of the characters are large and solid. We believe that a heavier ink would give better results, but still you would have to double roll the form owing to the inadequate roller surface of your platen press.

A New Mechanical Overlay.

A patent on an overlay process was recently granted to W. E. Radtke, of Milwaukee, Wisconsin. A number of these overlays were received. They were used on a catalogue having a run of three thousand impressions. The inventor states in a letter: "While the run on this job was but three thousand copies, I am convinced that twenty times that number of impressions could have been run without impairing the value of the overlay. This material is slightly resilient and will not injure the most delicate half-tone plate. I believe it is the best material yet offered for this purpose." A critical examination of the overlay does not reveal the nature of the material that furnishes the relief portion. By transmitted light the various tones of a subject can be readily depicted, owing to the varying degrees of opacity. A measurement with micrometer shows the maximum thickness to approximate .008 inch, while the minimum is about .005 inch. No details are furnished regarding the manner of manipulating the material. The vignette half-tones in the catalogue are excellent examples of the pressman's skill. The high lights blend softly into the stock, while the middle tones and shadows have just sufficient pressure to give the tone values properly.

Specimens from a Printer-pressman.

(1608) Submits several bill-heads, circulars and booklets. The make-ready is uniformly good in all samples. The vignette work in the two-color half-tones is surprisingly clean and well handled. The letter accompanying the specimens shows how determined efforts win. It reads in part: "I am sending specimens of presswork and invite your criticism. I am employed by a manufacturing company in its private plant, and although I have been here five years I still consider myself an apprentice because I had but one year in a good shop under good men, and never set a job or put one on a press until I came here. I am the only printer in this shop, and all the help I get is through THE INLAND PRINTER and by watching the advertising matter that comes through the mail. I have read about making tint-plates from pressboard, but think I can beat that method. I use engraver's wood (which costs only 1 cent per square inch and is made in blocks 12 inches square), and for plain tint-plates that do not require too much routing out it works perfectly. It has a perfectly smooth face, is end wood and exactly type-high. It can be used any place and will wear as long as wood letters. I made the tint-plate for the enclosed catalogue cover by

making an offset proof on the wood and routing out in a drill press with a drill, which I ground flat on the end. We have just installed a big four-roller two-revolution press, and the big circular enclosed is my first attempt on a two-revolution press. I have to feed and watch the color myself. The booklet shows my first attempt at embossing and make-ready of vignette plates. It was run on a 10 by 15 Gordon with hand-cut card overlays, but I have learned since that there are better methods."

Answer.— The principal error is in the irregularity of color in the four-page circular. However, as you have to feed and watch the color, it is a difficult problem to contend with successfully. The smooth printing as well as the accurate registering of the tint-blocks with the key-plate is commendable, and shows considerable care on your part. The embossing of the antique cover-stock could have been one a trifle smaller than the other, will print with fairly soft edges when it is further spotted up in all but the edges that are intended to blend with the stock. To summarize, a vignette half-tone plate should print very weakly on first impression. The interlaying may properly begin after the block is first of all low enough. Too heavy an overlay will cause the loss of the vignette edge, which should print, but should print lightly and not spotted. The most satisfactory overlays for vignette half-tones are made by the mechanical overlay processes.

Ink Mottled in the Shadows.

(1610) Submits an impression of two square half-tone plates pulled on a sheet of high-grade enamel stock. The high lights appear clean and the dots are sharp. The white dots of the shadows and middle tones are filled in,



Bringing Manila Fiber Down from the Mountains.

From "Harvest Scenes of the World," a handsome book issued by the Service Bureau of the International Harvester Company of America.

a trifle sharper, had closer attention been given to the compound used. The irregularity in the relief is doubtless due to the uneven application of the embossing medium. It is important that the compound be applied in as even a film as possible, for a large wad placed in one position may give sharpness to the characters in that locality, but will offset a smaller quantity placed adjacent which may not enter fully the interstices of the die and thus cause a lower relief in the stock. The use of Stewarts' embossing-board will obviate this irregularity, as this board has a uniform thickness, and being easily applied, the results are satisfactory.

Vignette Overlays.

(1609) "Is there any set way of making ready small and medium-sized vignette half-tone plates? I am not altogether satisfied with the results I secure and would like some general information regarding hand-prepared overlays."

Answer.— The first essential in vignette half-tone work is to have the block level and a trifle under type-high. A type-high gage or micrometer is invaluable for this part of the operation. How much a block should be taken down will usually be gaged by its area. For example, a plate 1 by 1½ inches, when reduced .005 inch in height and then interlayed in the center with two pieces of French folio, owing to the squashing of the ink, causing a weak grayish appearance in these parts of the plates. The printer expresses dissatisfaction with the attempt he made to print the job, and writes, in part, as follows: "I am disgusted with the attempt I made in printing the enclosed half-tone plates. I tried reducing the ink, heating the disk, raising the bearers and pasting cards on the roller-tracks. All to no purpose, for I got the same result each time, either the stock picked or the ink appeared spotted. I would like to have suggestions toward the correcting of the mottled effect."

Answer.— The mottled effect may be due to the rollers, or to the ink. If the rollers are moist the ink will not transfer smoothly to the plate. If the ink is weak in body it will not lift properly. In other words, a weak-bodied ink will spread abnormally under pressure, causing the filling in of the fine white dots in the plate which will materially change the tones of the subject. The best rollers for half-tone printing will have a smooth surface and will not be too soft, just a trifle springy. They will not be sticky, as this condition prevents the proper distribution of the ink. It is useless to attempt fine work with unsuitable rollers. We do not, of course, know all the conditions present in executing this job. If the ink picked, it may have been due to a cold plate, or the temperature of the room may have

been too low. In such a state the ink would peel the surface from the paper, where, if the temperature were at 80 degrees or higher, the ink would have been softer and less tacky, consequently it would not have picked the surface of the stock. This is another state in which it is useless to attempt to do good work. The temperature of the room must be above normal in order to do fine half-tone work. Another point: The ink, which may be the best of its kind, may not be suitable for the work. For example, a two-dollar job-black would not do for half-tone work on enamel stock quite so well as a one-dollar half-tone ink, because it is ground in a stronger varnish. As some grades of paper are easier peeled than others, it may be necessary to use a softer half-tone ink. Do not reduce the ink with oil or grease of any kind. It is best to use the plan suggested by the inkmaker, which is to use a softer ink to reduce with.

To Reduce Gold Size.

(1611) "Being a reader of your popular trade journal for many years, I would request that you answer these few questions: (1) What kind of paste is suitable for spotting up with? Something that will not mold or get lumpy. (2) What would be a good size, style and weight of paper to use for spotting overlays? (3) In printing with brown size on coated stock, I find the ink too thick; what would you advise to use as a reducer?"

Answer.—(1) Library paste will not mold if kept covered when not in use. Or, you may mix a small quantity of wintergreen with the paste and it will prevent molding. Ordinary flour paste will keep from molding by mixing in a small amount of formaldehyde or carbolic acid. (2) The usual paper used for spotting is ordinary French folio and common white tissue paper. The best tissue, however, is the kind called onion-skin. (3) If your brown size is too stiff add a few drops of spirits of turpentine. In no case use any greasy substance such as vaselin or oil.

Shallow Half-tone Plates.

(1612) Submits several pages of a book containing half-tone portraits, both square and oval. Some of these plates are very weak in contrasts. The printer writes: "The enclosed sheets show plates that have not been made ready. Do you think they can be brought up properly? It looks to me as though the engraver failed to do his part of the work. Do you think the stock or the pressman is at fault?"

Answer.— Some of the plates are shallow owing to having received a single etch. These should be made ready and printed only on a hard tympan. You will have to print them with a minimum amount of ink, owing to the nature of the plate. Where these plates are placed in pages with normal half-tones, your trouble is increased, as you will then have to give all of them the same general treatment in making ready, and in inking while printing. Several of the good plates can be improved by a few tissue spots in the weak places. The plate with quarter-tone screen will appear weaker when placed in contrast with other plates having finer screens. This plate should not have been placed in a page with other portraits, but should have been alone. The paper is suitable for this work, and with a better grade of ink the plates can be brought up satisfactorily. Of course, the pressman will have considerable trouble owing to the shallowness of the plates and will have to use a hard tympan, must use hard rollers and set them to a bare contact on the plates. He will have to wash out the shallow plates frequently owing to the tendency to fill up.

Half-tones Offsetting.

(1614) "I am a pressman of somewhat limited experience. I am troubled with the offsetting of half-tones in forms where type also appears. The type parts of the form do not appear to offset at all. How can I prevent it without slip-sheeting the work? When the surface of enamel stock is picked in solids of half-tones what should be done to the ink?"

Answer.— When the make-ready is incomplete or in such a condition that the plate is brought up with ink rather than with impression, half-tones may offset where the type does not. Not having an impression of the particular job at hand, and being unacquainted with all of the conditions surrounding the production of the work, we would suggest that the plate be given as much impression as it will stand without impairing the appearance of the subject, and that the quantity of ink used be the least that the strongest subject will stand without appearing gray. Oil both sides of the top sheet and if any signs of electricity appear in the stock, oil the top sheet repeatedly. In fact if every sheet of the tympan is thoroughly oiled it will help matters, whether the work is done on a platen or cylinder press. The temperature of the pressroom for fine half-tone work should be above 70 degrees during the winter season in order that the ink will work freely. The type and plates should not feel cold to the touch of the forearm. Cold iron vibrators and plates will tend to increase the tackiness of ink that might otherwise work properly. Ask your ink-dealer for the various specialties used to modify inks to suit the varying surface conditions of stock. You will find that he can supply you with suitable driers and reducers for the purpose you require.

HAS ANYBODY SEEN DAN DIVER?

Handsome Dan Diver was once the property of Miss Diver, of the L. L. Poates Engraving Company, of New York city. Who Dan is now making happy it is hard to tell, but Miss Diver would very much like to know. He



Dan Diver.

has strayed and lost his way, or been stolen. Of course, no printer would be guilty of such a thing as stealing, but if any have seen Dan they will gladden the heart of his former mistress by letting her know where he is.

Written for THE INLAND PRINTER.

THOMAS INGRAM, MAYOR-PRINTER.

BY EDMUND KINYON.

THOSE visitors in the city of Grass Valley, an important industrial center of six thousand population in California, who wish to pay their respects to the mayor, are informed that that official may be found during business hours at the office of the Grass Valley *Morning Union*. Making their wants known in the "front office" of that institution, the tinkle of an electric bell in another part of the building summons a man with sleeves rolled, collar loosened, aproned and possibly ink-smudged—



Thomas Ingram,
Mayor-printer, of Grass Valley, California.

Thomas Ingram, superintendent and foreman of the Union Publishing Company's big plant, and, incidentally, head of the municipal government and foremost citizen. If the stress of his department is not too great, the mayor may invite his callers into the directors' room or one of the editorial offices; otherwise they accompany him back to the composing-room, where he divides city business with the insistent work of job composition, imposing forms, linotype operation or directing a force of employees.

Thomas Ingram is a notable type of that increasing number of printers who occupy an important place in the civic life of the communities in which they live. For a number of years he has been one of the most active men of his city, taking a leading part in every movement for betterment and expansion. He assisted in the organization of a local chamber of commerce and served as its president for two or three years. For twelve years he was president of the city board of education, the directing head of an organization which collects and expends thousands of dollars annually, and grappled with the many problems incident to a public-school system. When the public library was established, Ingram was drafted to serve on the board of managers. As Exalted Ruler of the local lodge of Elks, he carried through a movement for the erection of a beautiful $50,000 home, the finest possessed by any town of its size in the West. His position in the Masonic lodges is next to the highest. His election as mayor was unanimous, no one wishing to oppose a candidate whose fitness for the position was so universally conceded.

It should not be inferred that this mayor-printer is a man of large financial affairs who still retains a sentimental interest in his early trade—his monthly paycheck still constitutes easily nine-tenths of his income. He is a moderate stockholder and director in the company by which he is employed and has nominal interests in a few other concerns, some of which are more of a burden than a help. Always, he regards printing as his chief vocation, and it is to that which he devotes eight or more hours of hard work each day, regarding his other activities as side-lines for his leisure hours. The plant over which he has supervision employs two complete shifts and is operated from sixteen to twenty hours per day, thus imposing additional executive requirements upon the responsible head of that department.

A rather unusual feature of Thomas Ingram's career is that he has never set a line of type outside of his home town. In Grass Valley he went through all of the various stages of paper carrier, apprentice, hand news compositor, jobman, ad.-man, pressman, linotype operator and finally foreman of the largest plant in that section of the State. He has never been "on the road," never out of a job and never seriously afflicted with the fever of a "larger field." Another interesting feature is that from the day he first entered one of the local offices as "devil," a goodly number of years ago, down to the present, he has never missed reading each monthly issue of THE INLAND PRINTER, the bound volumes of most of which he still retains in his library.

The subject of this sketch is the owner of a pleasant cottage home and finds ample time, despite his myriad activities, only a few of which have been enumerated here, to play the rôle of kind husband and father to an interesting family.

NEWSPAPER DIRECTORY OF THE WORLD.

Americans are known the world over as "good advertisers," and there is now a disposition to extend the liberal use of printers' ink to foreign countries. American advertising thus accompanies American goods abroad. In response to requests from manufacturers and exporters, the Bureau of Foreign and Domestic Commerce, of the Department of Commerce, is issuing a newspaper directory that contains lists of news and trade papers in the principal cities and towns in foreign countries, supplemented with information as to advertising rates, subscription price, circulation, etc. These lists were transmitted by American consular officers, who are in a position to judge the value of local publications for advertising purposes.

No attempt has been made to publish complete schedules of advertising rates, but a general idea may be obtained from the facts furnished. Brief statements are given also of the population, trade, and industries of the district covered by the reports. Copies of this publication, entitled, "Miscellaneous Series No. 10, Foreign Publications for Advertising American Goods, etc.," will be sold by the Superintendent of Documents, Government Printing Office, Washington, D. C., for 25 cents each.

MEETINGS

Ben Franklin Club of Northeastern Iowa.

The quarterly meeting of the Ben Franklin Club of Northeastern Iowa was held at New Hampton, Iowa, during the last week of January. The purpose of the meeting was to study and determine the actual cost estimated in terms of days, hours, etc., of operating a printing-plant. The club voted to hold its next meeting at Minneapolis, Minnesota, in May, at the time of the Northwestern Cost Congress, which will be held in that city. The officers elected last spring, Ed. Bailey, of Decorah, president, and Walter Barth, of Cresco, secretary, were continued in office.

Old-Time Printing Pressmen's Association of New York City.

The second annual dinner of the Old-Time Printing Pressmen's Association of New York city was held at A. H. Meyer's Rathskeller, in the Woolworth building, Manhattan, on Wednesday evening, February 11. Stephen Kelly was the principal entertainer, singing many old-time favorites, which were well received. At the conclusion of the dinner Benjamin Thompson, president of the association, gave a short speech, in which he outlined the work accomplished by the association. Don C. Seitz, business manager of the *New York World*, was the next speaker. He told how he came to secure his first position, which was with *The Brooklyn Eagle*, some twenty years ago. Walter L. Durack, another Brooklynite, followed Mr. Seitz. Isaac Wood, the oldest printer in Greater New York, was reminiscent in his talk.

New England Printers Hold Second Cost Congress.

To further the interests of the printing business in New England, was the object of between seven and eight hundred printers who registered as delegates to the Second Cost Congress of New England Printers and Allied Trades, held in Hotel Somerset, Boston, Massachusetts, on January 27 and 28. The general recommendation put forward by the delegates was that the big master printers should draw the small printers into their associations as rapidly as practicable, and urge them to keep their prices up to a reasonable standard and, incidentally, improve their product.

Albert W. Finlay was chairman of the congress; the welcoming address was extended by Mayor Fitzgerald, and greetings from the Boston Printing and Allied Trades were extended by George H. Ellis. Among other speakers were: George M. Courts, president of the United Typothetæ and Franklin Clubs of America; J. E. C. Farnham, Henry P. Porter, William C. Root, William M. Lester, George W. Taylor and Robert Seaver. On Tuesday evening the delegates attended a banquet in the large ballroom of the hotel. The play, "The Revised Proof," was given as the feature of the evening.

Connecticut Valley Club of Printing-house Craftsmen.

The first meeting of the Connecticut Valley Club of Printing-house Craftsmen since its organization at Springfield last November was held in Hartford, at the Hotel Carde, on Saturday evening, January 31. About one hundred members, from Holyoke, Springfield and Hartford, were present. A splendid banquet was spread, and an interesting and instructive program rendered.

Mayor Louis R. Cheney was the toastmaster of the evening, and gave incidents connected with his early experiences as a printer. "The Efficiency System of Printing" was the subject of Albert W. Finlay, of Boston. Mr. Finlay said that he put a cost system in his plant ten years ago, and had found it to be a great advantage. He believed that the employer and the employee should meet each other half way in their business relations, and he urged a uniform system of wages and of hours all over the country. He also spoke of the child-labor law of Massachusetts, praising it, and recommending it for Connecticut.

Other speakers of the evening were: William Lester, of Springfield; James H. Reid, superintendent of the Travelers' Insurance Company's printing-plant; William H. Barnard, superintendent of the Hartford Fire Insurance Company's printing department; Erastus Geer, the veteran directory publisher; A. Pindar, of Hartford, and M. J. McCormick, of Springfield.

The officers of the club are: President, William S. Cummings; vice-president, J. E. Kerrigan; secretary, Edward Casey, of Springfield; treasurer, Stephen F. Bible, of Springfield.

Annual Meeting of New York Club of Printing House Craftsmen.

The New York Club of Printing House Craftsmen held its annual meeting at the Café Boheme on Thursday evening, February 5. The meeting aside from a natural zest due to the election of new officers was very interesting because of a discussion of the past history of the club and plans offered for future development. The retiring Board of Governors of the club presented the retiring president, Hiram Sherwood, of the Read Printing Company, with a beautiful gavel bearing a silver plate appropriately engraved, and also presented the retiring treasurer, Gus Oakes, of the Charles Francis Press, with a beautifully engraved silver shield mounted upon a mahogany back.

The election of officers resulted as follows: President, Camille De Veze, of the De Vinne Press; vice-president, James J. Hatton, of the American Lithographic Company; Secretary, H. Kanegsberg, of the Blanchard Press; treasurer, James D. Conmee, of Rogers & Company.

Tri-City Ben Franklin Club Banquet.

The third annual dinner of the Tri-City (Rock Island and Moline, Illinois, and Davenport, Iowa) Ben Franklin Club, held in the banquet hall of the Rock Island club on January 23, was the most successful event in the history of the club. More than a half hundred Tri-City printers and their ladies assembled to enjoy a material and intellectual feast in which the get-together spirit was strongly in evidence.

C. L. Desaulniers presided as toastmaster, and handled the program in a dignified, businesslike manner. Mr. Desaulniers had a sheet of popular songs prepared for the occasion, and the guests joined in the choruses in a happy manner, regardless of vocal accomplishment.

Former printer Rev. L. M. Thomas, of Silvis, opened the exercises with an invocation.

President Henry Kramer delivered an address in which he congratulated the members on improved conditions in the printing trades of the Tri-Cities, and spoke optimistically of the future.

Irving C. Norwood, secretary of the Davenport Commercial Club, speaker of the evening, selected "Ben

Franklin, Printer," as his subject. The address was replete with ideas on the life of the printer-philosopher, whom the speaker characterized as "a statesman a century ahead of his time."

The topic selected by Oswald Becker, secretary of the Davenport Rotary Club, was "Service." Mr. Becker, thoroughly familiar with his subject, asserted that "Service is the only commodity of value which the printer has to sell."

C. C. Cessna, advertising manager of the Harned & Von Maur department stores, spoke of the value of "Good Printing" to the business man who strives for success in these days of strenuous competition.

Other guests were called upon by the toastmaster in around-the-table talks, which brought out many valuable suggestions to the craft.

The committee in charge of the affair was: C. L. Desaulniers, Moline; Henry Kramer, Rock Island, and W. L. Purcell, Davenport.

The banquet was declared a big success, and the guests departed with the hope that in 1915, when Rock Island takes its "turn" as entertainer, the Ben Franklin dinner will be one of the big events of the Tri-Cities.



C. L. Desaulniers.



Irving C. Norwood.



Henry Kramer.



C. C. Cessna.



Oswald Becker.



W. L. Purcell.

Speakers and Prominent Men at the Tri-City Ben Franklin Club Banquet.

Second Conference of Atlantic Coast Photoengravers.

The Second Conference of Atlantic Coast Photoengravers will be held in Baltimore, Friday and Saturday, March 6 and 7, 1914. The conference has been sanctioned by the Executive Committee of the International Association of Manufacturing Photoengravers and will be conducted by the Baltimore-Washington members of the craft, who have formed themselves into a committee of the whole, for this purpose. The Hotel Emerson has been selected as headquarters, and every preparation has been made to cater to the comfort and convenience of those who will attend.

The conference will devote its time to the discussion of practical problems, and only the most important phases of the photoengraving industry will be considered. A number of the most prominent men in the industry will participate in the program and every address and paper will be followed by an open discussion. The social features have not been overlooked, and as Baltimore is known for its hospitality, little need be said on that score. A side trip to Washington has also been planned and the visitors to the conference will have an opportunity to view Congress in session and to see the notables and leaders in American politics.

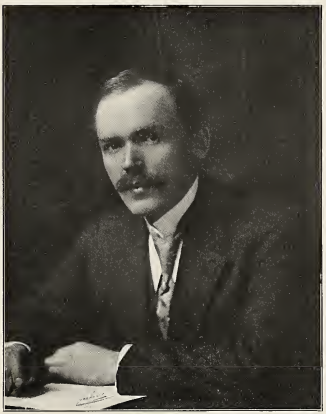
Machine Composition Club of Chicago Holds Annual Dinner.

That coöperation — not only the order of the day but the necessity also — is greatly on the increase in the printing and allied industries, was fully demonstrated at the annual business meeting and banquet of the Machine Composition Club of Chicago, held in the Grey Room of Hotel Sherman, on Thursday evening, February 5. Representatives of the various organizations, the supply houses and other branches of the printing industry united in spending a most interesting and entertaining evening, and enjoyed a bountiful repast.

President Charles S. Peterson was the toastmaster of the evening and performed his duties with great credit. Addresses were made by Henry Ericsson, commissioner of buildings, on "The Building Department of Chicago";

Francis A. Winship, western manager Harper & Brothers, on "Publishers and Printers"; Lewis E. Larson, secretary Board of Education, on "The School System of Chicago"; William J. Hartman, president Ben Franklin Mutual Casualty Insurance Company, on "Coöperation"; and John W. Hastie, president Chicago Employing Printers' Association, on "Linotype Reminiscences." Others called on for short talks were J. Harry Jones, representing the Chicago Typothetæ; Michael Colbert, secretary Chicago Typographical Union, No. 16; and A. D. Robrahn, secretary Employing Electrotypers' Association of Chicago.

"We are guided by the printer from the time we enter this world until we make our exit," said Mr. Winship. "When we make our entrance, the printer records the



Charles S. Peterson,
President of the Machine Composition Club of Chicago since the time of its organization.

event by a short paragraph. When we launch out into the sea of matrimony, the printer is again called into service to note the occasion by a few lines. When we shuffle off this mortal coil, again it is the printer who records our departure by a short notice. The printer must be an all-around man; a one-hundred-per-cent man, and must be on the job all of the time. He must not only be proficient in the three R's, he must be conversant with all other professions and vocations. The printer is the foundation of our great national prosperity."

Mr. Hartman, in his customary able manner, called attention to the progress that has been brought about in the printing industry by coöperation. "Ten years ago it would have been impossible to get a gathering of this kind together. Coöperation has reduced losses through making possible the establishing of a credit bureau. It has brought printers to the point where they will help out one another when rushed with work. It has enabled printers to know their costs, whereas ten years ago no printer in the United States knew exactly what it cost him to produce his work. To-day they are the only manufacturers of made-to-order products that know their costs. The cost system has been a godsend to the printer; other countries are copying the system, and requests for assistance in introducing it are coming from all quarters of the globe."

Linotype reminiscences in the book and job business date back twenty years, according to Mr. Hastie, who learned to operate the linotype on the old Chicago *Times*, and who worked in the first trade plant in Chicago. It was thought that the entrance of the machine would throw out a great many men, but on the contrary it has increased the demand for men. The impetus given the printing business by the advent of the linotype was tremendous, and the growth of the business inspired by it is beyond conception. The Machine Composition Club of Chicago has done a great deal toward putting the business on a sound footing."

A number of selections were exceptionally well rendered by the Colonial Male Quartette (the "Only Way" Quartette, for this occasion), which was furnished by the Mergenthaler Linotype Company. One piece, written for the occasion by George B. Harmer, of the George B. Harmer Printing Company, a member of the quartette, and sung to the tune of "Illinois," brought back old days to many present:

In the good old days we set our type by hand,
Yes by hand;
And to pick up "phat" on this and that was grand,
It was grand.
We would work three nights a week,
Then a "sub." we'd fondly seek,
And we'd make our little sneak
For the week — for the week.

But times have changed since we set type by hand,
Yes by hand;
And the linotype is busy in our land,
In our land.
It will set and slug and lead,
If with metal it is fed,
All without an aching head,
Aching head — aching head.

Handsome programs, the covers of which were printed by the offset process, were furnished by the Chicago Lino-Tabler Company; and at each plate was a roll tied with ribbon and containing cigars and cigarettes presented by the E. W. Blatchford Metal Company.

The officers for the coming year are as follows: President, Charles S. Peterson; vice-president, David W. Matthews; treasurer, Lafayette M. Cozzens; secretary, Charles F. McElroy; dean, Eli W. Miner; poet laureate, John I. Oswald.

NOT A KNOCKER.

A worker in one of the mission settlements was speaking to some water-front boys with reference to Roman history. He touched upon the doings of Nero, giving a vivid picture of the cruelty of the Emperor. It seemed to the speaker that he had fixed the idea of injustice and wickedness in the minds of his hearers. Then he began to ask a few questions.

"Boys, what do you think of Nero?"

Silence, broken only by an uneasy shifting of the lads in their seats.

"Well, Clancy," said the lecturer, making an individual appeal, "what do you think of Nero? Would you say he was a good man? Would you like to know him?"

Clancy hesitated. Finally, after again being urged to reply, he did so in these words:

"Well, he never done nothin' to me." — *Harper's Magazine.*

THE MAN AND THE FIELD

This department of service is designed to bring men of capacity in touch with the opportunities which are seeking them and which they are seeking. There is no charge attached to the service whatever. It is entirely an editorial enterprise. Applicants for space in this department are requested to write fully and freely to the editor, giving such references as they may consider convenient. Their applications will be reduced to a formal anonymous statement of their desires and their experience, a reference number attached and published in "The Inland Printer." Their names will be furnished to inquirers. Similarly, those who command opportunities which they are seeking men to fill will be accorded the same privilege under the same terms. The "get-together" movement has many phases. This is one which "The Inland Printer" has originated as especially desirable for the good of the trade.

Opening for Printing and Advertising Salesman.

(1842) Printing firm in the State of Vermont is seeking the services of a practical printing and advertising salesman; prefers one with practical printing experience, who is capable of giving suggestions to and serving both the advertiser and customer who desire good printing. Salary will not be large at first, but the opportunity is extraordinarily good.

Would Learn All Branches of Presswork.

(1843) Young man of twenty-one years would like to hear from any firm who would be willing to consider his services at a moderate salary. Has had two years' experience on cylinder presswork and one year on job presswork, and his ambition is to learn all branches.

Linotype-machinist Seeks Opening.

(1844) Linotype machinist-operator of several years' experience would like to secure a permanent position as linotype-machinist. Thoroughly competent; single; sober; union. Will go anywhere. He is also a printer.

Superintendent Seeks Location.

(1845) All-around printer, familiar with modern printing-plant efficiency and cost-system methods, estimating, handling large and small work; practical stoneman and job-printer; accustomed to planning and laying out big runs; good judge of presswork and how to get results from this department; familiar with folding and binding combinations where manufacturing pamphlets by the million brings out economy in production; would like to locate as superintendent or manager of up-to-date plant giving results the first consideration. Any location. Has been a successful executive for past fifteen years. Best of references.

Would Establish Own Bindery.

(1846) Man of many years' experience in the bindery, first-class mechanic at ruling, forwarding and finishing, and familiar with all the machinery connected with the bookbinding industry, would like to get a bindery of his own; that is, lease some place with the privilege of buying, or take charge with a salary and a division of the profits. Prefers Mississippi, Alabama, Louisiana or Texas. Has held foremanships with some of the best-known firms in the South.

Would Purchase Interest in Newspaper.

(1847) Newspaper man with eleven years' practical experience in every branch of the mechanical end of the office, would like to become interested in a newspaper, buying an interest on the deferred-payment plan. At present a linotype-machinist but would like to invest in a business of his own. Sober. Steady. Married.

Job-plant for Sale.

(1848) Well-equipped job-plant in an Ohio town of about twenty-five thousand population is for sale. In connection with the printing, it handles engraving, loose-leaf devices, sells and rents typewriters. The business has been established six years and regularly employs four men. The January sales were the best since the establishment of the business and February looks equally as good. Owner intends to retire on farm. Excellent opportunity for one wishing to buy in that section of the country. One of the largest summer resorts in the country is located there, making the work at that season of the year unusually good.

Compositor Seeks Change.

(1849) Young printer, twenty-three years of age, seven years' experience in job and newspaper work in country and city offices, would like to change on account of working conditions. Student of I. T. U. Course of Instruction in Printing. Experience in estimating, and capable of taking charge of small office. Will go anywhere. Union.

Printer with Advertising Experience Seeks Location.

(1850) First-class job and ad. compositor with twelve years' experience, who for over two years has been a close student of advertising, would like to locate with a firm where he could make use of his combined ability as printer and advertising man. Prefers a position in Philadelphia, and would be willing to start for $20 a week. Good references.

Operator Seeks Change.

(1851) Young lady having five years' experience as operator, mostly on newspaper work, and some bookwork — would like to make a change. Worked several years at the printing trade as hand compositor before learning to operate the machine. Can set clean proofs. Union.

Cylinder Pressman Seeks Change.

(1852) Young pressman desires to make a change. Would like to take charge of a shop having two or three cylinders. Best references as to workmanship. Married. Union. East preferred.

Seeks Employment and Ultimate Purchase of Plant.

(1853) Married man, forty-two years of age, of good address and pleasing personality, who worked only a few years at printing after apprenticeship but has had experience in other branches of newspaper work, would like to have employment in small newspaper office to thoroughly learn the business and then purchase the plant.

Linotype Trade Plant for Sale.

(1854) Profitable one-machine linotype trade plant for sale. Rent, light, heat and power furnished free. One contract guaranteeing about $200 worth of composition monthly. Price $6,000, cash preferred. Excellent opportunity for good operator.

Printing and Lithographing Salesmen Wanted.

(1855) Large lithographing house in the East requires the services of two printing and lithographing salesmen — one for city and suburban work and the other to take an outside territory. Good opportunities.

Seeks Position as Foreman or Proofreader.

(1856) Man of several years' experience would like position as foreman of composing-room or proofreader in some southeastern State. Has held similar position with some of the best plants in the country. No bad habits. Married. Union.

Cutting-machine Operators Wanted.

(1857) Medical firm in Illinois with private printing-plant is seeking the services of cutting-machine operators. Good opportunity for those interested.

Estimator Seeks Position.

(1858) Young man of six years' experience in the mechanical department has just finished the best course in estimating and cost-system work obtainable and would like a position as estimator. Would like to specialize in job-work, but will handle all classes of work if required. Would take charge of job department of country newspaper. Has been in present position eight years.

Opportunity for Electrotyping and Engraving Plant.

(1859) Interested parties in a large, well-located town in Ohio report the need of a good electrotyping and engraving plant in their city. City has a population of forty thousand with three responsible daily papers and several job-plants, and all the electrotyping and engraving work is sent out of the city. Parties will coöperate financially with capable man who is able to start and maintain such a plant and invest some money himself.

I. T. U. Graduate Seeks Position in Front Office.

(1860) Young journeyman printer, twenty-one years of age, would like position as assistant to the superintendent or estimator of a printing-plant. Graduate of the I. T. U. Course, and has studied estimating and paper stock. At present head stoneman in a plant having ten cylinders and four Gordons. Has worked on all kinds of make-up and composition. Would be willing to go anywhere.

All-around Printer Seeks Change.

(1861) Man of over twenty years' experience in varying capacities in the printing business would like to connect with some establishment where he may be subordinate to practical men who can appreciate good, faithful and energetic work, or where he can be the responsible head, with the authority and support necessary to conduct successful operation of the business. Has had country and city experience as a mechanic, and has occupied position as editor and manager of good country offices with success. Not a linotype operator, but has had extensive experience in handling linotype matter. Prefers Michigan, Wisconsin or Minnesota, but would consider proposition from any place in the Middle West.

Harris Pressman Seeks Location.

(1862) Harris pressman, competent on one and two color presses, envelope and cylinder presses, would like to make a change. Now employed on one-color Harris and Optimus cylinder in small shop. Best of references.

All-around Printer Seeks Position in Small Town.

(1863) All-around printer, familiar with all branches of the printing business, ambitious and energetic, would like to secure a position in small town. Has had twenty years' experience on Gordon, cylinder, folder, also in composing-room. Can lock up forms and estimate on jobwork if necessary.

First-class Pressman Would Change.

(1864) A reliable firm located in northern Iowa or Illinois or southern Minnesota or Wisconsin, can get a first-class, union, cylinder pressman at reasonable wages. Accustomed to handling high-grade work in black and color and will submit references proving this.

Compositor Seeks Change.

(1865) First-class compositor, age twenty-six, with seven years' experience, mostly on administrative end of the business, would like a place in larger shop with chance for advancement. At present cost clerk and assistant manager in medium-size shop using Standard cost system. Knows how to handle men to get the best work.

Seeks Foremanship of News and Job Office.

(1866) All-around practical printer, with eight years' experience, would like to secure a position as foreman of a small news and job shop in small town or city in southern Michigan or Ohio. Fully competent on either job or news composition, and also has a working knowledge of presses, both cylinder and job.

Would Lease Country Newspaper with View to Purchasing.

(1867) Editor of one of the leading trade journals would like to lease a country newspaper, with a view to trying out the field and later buying on easy terms; or would consider an advertising position with a good house if offered.

Pressman Seeks Change with View to Becoming Financially Interested.

(1868) Pressman and good mechanic on printing machinery, with many years' experience on Gordons and cylinders, both black and color work, also web press, would like to become connected with an up-to-date job shop with prospects of becoming financially interested. Would prefer a manufacturing city of about forty thousand or fifty thousand in Wisconsin, Illinois or Indiana.

Pressman Would Purchase.

(1869) A first-class all-around pressman, experienced in all classes of work and used to handling help, wishes to get connected and purchase an interest in a good print-shop in a small town forty to one hundred miles south or west of Chicago, or would join with one or two printers in starting a shop outside of Chicago.

Linotype Machinist-operator or Foreman-machinist Seeks Good Location.

(1870) Man of nineteen years' experience in all branches of printing trade wants to locate permanently with good, live paper. First-class machinist and operator with fast speed and clean proofs. Experienced on advertisement and make-up work. Thoroughly qualified to take full charge of composing-room. Strict disciplinarian and systematizer. Middle States preferred. Age thirty-eight. Married and union. References furnished if desired.

Pressman Seeks Position.

(1871) Pressman desires position with an up-to-date printing-house east of Chicago. Thoroughly competent on platen presses, also Seybold and Sheridan embossing presses with some experience on cylinders on half-tone and color work. Married. Reliable.

Written for THE INLAND PRINTER.

GET THE RIGHT ADDRESS ON YOUR MAIL.

BY LEROY T. STEWARD,
Superintendent of Deliveries, Chicago Postoffice.

LETTER-HEADS, bill-heads and similar matter are printed for a definite purpose. That purpose is to convey information.

First in importance is the style of the corporation, the firm or the name of the individual engaged in business. Second is the definite address of the business. The absence of the latter, or its statement involved with other matter or obscurely, results in mail responsive to correspondence on the stationery being dispatched without address other than the city or State, which will often be the responsible cause for a serious delay before delivery can be effected.

The general commercial world is not ordinarily aware of this fact, and contracting printers habitually ignore it, the result being a reduced efficiency of the stationery. From time to time very artistic and skilfully wrought out suggestions appear in THE INLAND PRINTER. It is noted they relate principally to covers, cards and forms. It would appear that a distinct field for increased efficiency presented itself in the education of the job-printer in the art of designing and executing really effective "heads."

Some time since, the Chicago postoffice collected some thousands of letter-heads in current use in the loop district. These were a revelation. Not one in a hundred bore a definite address clearly stated. An address should give the exact street number, together with the suffix or affix. It should be prominent in form and location. It should occupy a standard location with relation to other matter. In cases where a prominent building is named, the room number is essential, but a better form is the street number and the room number.

There is no public service so intimately identified with all of our interests, both public and private, as is the Postal Service. It is preëminently that of all the people, irrespective of condition, and were it to become paralyzed for a single day our activities, particularly commercial, would be at a standstill.

From a very small beginning the Postal Service has developed in step with popular requirement, until to-day it has quite outgrown the acquaintance of the people. The public understands that in some manner a letter deposited at a given point is delivered to the addressee at his distant address. The public is utterly uninformed as to the handling and treatment of the mail from the time it leaves the sender until the time it reaches the addressee. The consensus of the public comprehension of the Postal Service might be summed up in the belief that the Postoffice is an entity that is personally acquainted with the citizens of a village or city, and that it knows where they reside and have resided for thirty years, or where they transact their business and have remained. And so it has come about that the sender of a letter, from thoughtlessness, carelessness or selfishness, not having at hand conveniently or not being sure of a definite address, has fallen into the habit of addressing mail simply to the town or city, and says to himself: "Oh, the Postoffice will know him, he has lived there for thirty years." Therein is the fallacy. The Postoffice knows nothing as to the intention of the sender, except as stated by him upon the wrapper — namely, that it is his desire that a particular piece of mail shall be delivered to a certain addressee at a definite address in a designated location.

The stamp in effect is the evidence of a contract existing between the Postoffice Department and the sender of the letter by which the Postoffice Department agrees for the sum of money paid, as attested by the stamp, to deliver the piece of mail to which it is attached, to the party addressed at a definite address where it is known or believed by the sender that the addressee can be found.

In recognition of the fact that thousands of people have not at hand the information necessary to enable them to accurately address mail, it has been a part of the treatment accorded, generally speaking, to first-class mail, that in the absence of the address, or the addressee not being found at the place of address, to search the directory. Each piece of mail so delivered has advertised to the sender that mail could be delivered if incorrectly or inadequately addressed, and as time has passed a larger and larger number of people have become absolutely indifferent as to the manner in which they address mail, and say to themselves: "Well, the Postoffice will find them." *It is not the business of the Postoffice to search for addresses whose definite locations are known or obtainable by the sender by a reasonable effort on his part.* In the great majority of cases the sender has access to all of the information and the same sources of information as has the Postoffice, and it is a rank imposition for him to presume that the Postoffice shall address his correspondence for him. It is seldom that there is not a letter, bill-head, advertisement, circular or some matter in the possession of the writer to which he can refer for the address, if he chooses to consult his files or is dictating from correspondence in hand. Every one should keep a mailing-list.

It has been definitely ascertained that thousands of firms purposely omit the street address from their letter-heads, and as the result all correspondence responsive to letters written by these firms will be mailed without street and number as a part of the address, thus placing the burden upon the Postoffice of searching out the addressee and completing the address.

Firms in outside cities frequently address letters from *Bradstreet's* or some other list of names, and mail thousands of pieces at a time and expect the Postoffice in a great city like Chicago to search the directory for each one of the addressees. It was never contemplated that mail deposited in large quantities without addresses should be addressed by the Postoffice. *It is not the business of the Postoffice to address mail, but to deliver it in accordance with the expressed wish of the sender as attested by the address.*

The treatment of mail received for delivery in any city involves many handlings. The mail passes through a sifting process, each treatment reducing the separation smaller and smaller until the final distribution places the mail into the hands of a letter-carrier, who delivers it to the addressee. The mail can not, therefore, come into the hands of the carrier except it be given him by a clerk who understands that he delivers that particular mail. Mail reaching Chicago is first sent to the city room, where it is divided as to mail for the down-town district, mail for the near-by stations, and mail for the remoter portions of Chicago, to which the transportation is by means of railroads. The mail for the business district is divided into eight sections: this division again into thirty or forty carrier districts, and these into two to seven parts. It is obvious, therefore, that if the distributer who first receives the mail does not know whether the firms are in the down-town district or outside, he will have to lay the mail aside. This mail is then taken to an expert distributer, who has specially learned a list of some thousands of firms, and he, in most cases, will know the general location. If he is unable to throw the mail to

the proper carrier, it will then go to the Directory Section, where the directory will be searched and the mail be marked up. It is plain that this all requires time.

The sender in nine cases out of ten could have provided the address in a fraction of the time the Postoffice was required to expend to supply the deficiency.

The Railway Mail Service, bringing mail into Chicago, has clerks upon its cars who have the Chicago scheme of separation. These clerks know that a certain street and number is in a certain section. If a piece of mail should come into the hands of one of these distributers addressed, John Smith & Co., 38 South Dearborn street, this distributer would know that this was in Section 3, and would throw it into a pigeonhole provided for that purpose. This mail is tied in a bundle and labeled for Section 3, with the result that when it reaches Chicago it goes directly to the distributers who distribute the Section 3 mail, who simply have to distribute it to the carrier. When the carriers remove from the cases the mail for the districts which they deliver, if the mail bears street and number it is easy for the carriers to arrange their mail in the order of delivery, with accuracy and dispatch. If, for any reason, the regular carrier is absent and a substitute is on the case, in the event of absence of street address or definite room number in an office building, the substitute is absolutely helpless, and has to have assistance in routing the mail, and later is obliged to search out the location in the building by reference to the office directory, by reading the signs on the doors as he passes through the corridors, and by inquiry. Mail which is addressed to street and number is ordinarily delivered from one to eighteen hours in advance of mail that has to be searched out, depending upon the time of day and conditions under which it is received.

It may be stated, in general terms, that there is no business mail that does not represent a definite interest to at least the sender, and perhaps to both the sender and the addressee. It seems singular, therefore, that the business public should cause correspondence to be prepared at a great expense of time and effort, the matter in many cases representing interests of the utmost importance, and then entrust the addressing and mailing to the least responsible employees—namely, office-boys or untrained stenographers. It would seem that if business men realized that the whole purpose of correspondence might be easily defeated from this cause, they would be quick to give their personal attention or cause that of a responsible employee to be given to the manner in which their mail is prepared for dispatch, not only as to the address but as to the time of its dispatch.

When it is realized that there are 475,000 individuals in Chicago, and 11,640 firms, who filed with the Postmaster change of address during the past year, and is remembered that each piece of this mail must pass through the usual channels to the carrier who delivers the old address and be by him marked up and pass back through the numerous necessary handlings until received by the carrier who delivers the new address, it will be readily agreed that this rehandling of mail on necessary and legitimate changes of address is in itself an enormous undertaking. If the mail of a city of 475,000 inhabitants had to be so treated and all of it required to be readdressed by the office, the Postmaster of that city would be in despair, yet this condition is normal in Chicago.

The distributers who handle the city mail are required to memorize thousands of numbers on the divides separating the 46 stations, covering an area of 204 square miles. In addition to that there are now on file nearly seven thousand special items, embracing principal buildings, banks, railroads and firms, etc. The problem has, therefore, become acute. The distributers handle from fifteen to forty-five pieces of mail per minute and are required to memorize all of the items necessary for the proper dispatch or delivery of mail, to the number of more than twelve thousand independent items. It will be evident that this is about the limit of the capacity of the average human mind.

For the year 1913 the Chicago office delivered 919,000,000 pieces of mail. It gave directory service to nearly eight million pieces, and there are handled daily for delivery in the city from one and a half to two millions of pieces of first-class mail, and for dispatch from the city about five millions of pieces of first-class mail. The total mail of all classes handled in Chicago amounts to one thousand tons per day.

The business of a postoffice is continuous throughout the twenty-four hours, the work being performed by groups of men assigned to the various duties.

Under the present law these men are not permitted to work more than eight hours, within a range of ten hours. Every detail of labor must, therefore, be arranged upon an exact schedule and proceed in sequence, and its handling may be likened to the passage of material through a well-constructed machine. It can not be diverted from its course or be handled out of its regular order. That mail which is properly addressed; upon which the sender has clearly stated his intention, is handled first. Mail requiring unusual treatment will not run through this machine, and has to be sent to another part of the workroom and there be handled by hand. This simile, on the whole, illustrates the situation.

Do business men desire their mail handled by the slow process of hand labor, or expedited by being unerringly and speedily disposed of by the organized machinery of the Postal Service?

The Postoffice Department arranges for fast-mail trains between cities, and for modern facilities within cities, such as pneumatic tubes, machinery for handling, canceling machines, etc. In a word, the department studies to advance the delivery of mail in every way possible, and it seems incredible that the interested parties should deliberately throw every impediment possible in the way of the accurate and prompt handling of their mail, and fail to comply with the obvious duty of fully addressing their own mail to those for whom it is designed, they being the parties interested, and the only ones in full possession of a knowledge of the identity of the addressee.

Unfortunately, business institutions such as railroads, banks and corporations with large office forces have everything organized for the expedition of the work in their own offices, and the office force is held to a strict accountability as to the quantity of its work, but not, frequently, as to the quality. It is easier for the stenographer to omit the address-line on a hundred letters, and thus complete her work earlier and quit for the day punctually on the moment; it is easier to use a jumble of abbreviations in the case of railroads than to write an intelligible address; either may imperil or wholly defeat the purpose for which the communication was prepared.

In the use of the "outlook" envelope, through the window of which the address appears from the communication enclosed, many of the latter are so carelessly folded that they are not held in place, and the address or a portion of it disappears under the wrapper, causing mistreatment and delay, all because of indifference or lack of supervision in the office of mailing.

Advertising agencies, also, might be termed chief conspirators in that they present to the public all sorts of

impossible schemes for "keying" their mail, or saving the price of a line by omitting the addresses. The object of "keying" the advertisement is to determine the results obtained from a given medium, and yet there is no way by which the advertiser can tell how many hundreds of letters have been written in response to an advertisement and been undeliverable, the business from which would have been received had he simply photographed the name and address of his firm on the mind of the reader of his advertisement. Thousands of responses to advertisements fail of delivery for this reason.

Postoffice clerks and carriers are without exception Civil Service men. It is not necessary that a Civil Service appointee shall have been a resident of the State or even the city to which he is assigned. One appointed a clerk to-day in Chicago may have resided in northern Wisconsin, New York, Texas or California. He knows no firms or streets except as he acquires the knowledge in a purely mechanical manner from the published schemes of the city of Chicago. Carrier districts are necessarily being continuously rearranged, and a record of change filed with a carrier to-day may to-morrow be transferred to the records of another carrier by reason of the addition or subtraction of a block or two from a carrier's district.

It will be seen that the observance of special orders as to the irregular delivery of mail is not a matter easily secured, or, by reason of the human equation, maintained. The Postoffice makes one mistake in handling each million pieces of mail. Four-fifths of the written complaints received by the Postmaster are by reason of errors volunteered by the public, by reason of incorrect or inadequate addresses. The truth is that the individual does not realize that his case is not singular, that millions of people are also thinking "The Postoffice will find them," and take it for granted that everybody else is correctly addressing his mail and that the Postoffice can easily search out just these few addresses. So the evil grows until it threatens to seriously affect the service efficiency.

The addressing of mail should be legible and accurate. All mail should be addressed to the exact name used by the firm or individual. In the city of Chicago there may be a dozen or a thousand men of the same surname appearing in the directory. These men as a rule use the Christian or middle name or some form of abbreviation to distinguish them from some other of the same name, and where this is incorrect or inadequate it is impossible to determine the addressee and there is no alternative for the Postoffice but to return it to the sender for better address. As an illustration, mail for Harold L. Smith should not be addressed H. L. Smith.

After the distinct statement of the name of the individual or corporation, the street and number should be stated together with any necessary suffix or prefix, as North or South, Avenue, Place or Court.

Mail should not be addressed to a corner. Corners are frequently the divides between carrier districts and sometimes between stations, and in the loop district there may be ten or twelve carrier districts involved on a single corner. The use of a corner address is justifiable only where there is a single addressee occupying the entire corner, and it should then be stated as to the particular corner meant, as northeast or southwest.

Mail addressed to a building should be addressed to the room number in that building. This is permissible, but the better form of address is the street and number of the entrance of the building together with the room number in the building.

In the printing of letter-heads, bill-heads and advertising matter, the address should not only be stated but it should be conspicuously displayed, and not put in the smallest type and involved with a lot of extraneous matter.

The Postoffice Department at the present time, in recognition of the growing abuse of the mails in this regard, and of the widespread public impression that it is the business of the Postoffice to accept mail of this nature, has instituted a campaign of education on the subject, and has issued recently the following circular of instructions to postmasters:

Circular Letter No. 4 — Copy.

INSTRUCTIONS FOR HANDLING IMPROPERLY ADDRESSED MAIL.

POSTOFFICE DEPARTMENT.

FIRST ASSISTANT POSTMASTER-GENERAL.

Postmaster, Chicago, Illinois: November 1, 1913.

SIR,— Your active coöperation is requested in an effort to relieve the postal service of the burden imposed by the growing evil of *incompletely and improperly addressed mail.*

The delivery of letters, especially in the large cities, is frequently delayed and oftentimes impossible by the omission of an important part of the address — such as the *street number*, or *room number* when addressed to an office building. Not infrequently the name of the street is omitted, only the name of the Postoffice and State being given. Another source of trouble is the practice of giving an address at the *intersection of two streets* without giving the location of the corner, for in some large cities a number of carriers' routes may terminate at that point or it may be the dividing line between the respective territories of the main postoffice and a station, or between two stations, and in the absence of the notation "N. E." "N. W.," etc., the distributers are unable to determine to which carrier the mail should be thrown.

The increasing carelessness on the part of the public in addressing their mail is no doubt aided and abetted by the practice of the Department in supplying deficient addresses, and also by the exploitation in newspapers of the ability of some clerks to decipher *"freak" addresses.*

Postmasters should advise their patrons that *complete and accurate addresses are essential to prompt mail delivery* and that they should coöperate with the Department to the extent of seeing that all mail originated by them bears a *street number*, or *room number* in the case of an office building, in addition to the name of the city and State. Attention should also be invited to the fact that they can be of material assistance in the education of the general public with respect to this requirement by having *all stationery* intended for transmission in the mails *printed with their complete street or office address.*

Hereafter, when the delivery of mail is delayed on account of insufficient address, that fact should be stamped on the face of the mail, and rubber stamps for this purpose, bearing the words *"Delivery delayed on account of incomplete address,"* may be secured through requisition on the Fourth Assistant Postmaster-General, Division of Supplies.

Such publicity as can be effected without expense to the Department should be given the suggestions outlined above.

DANIEL C. ROPER,
First Assistant Postmaster-General.

In the interest of an improved service, of a better understanding and of justice to all the interests involved, can not this matter receive the permanent attention of those who are vitally interested — namely, the general public?

TWO WEAK FOR STONE.

Senator Stone, of Missouri, is a lover of coffee, and unless it is both strong and good the waiter at restaurant or hotel soon hears from him. Recently he took a little trip to Baton Rouge and went into a restaurant for dinner. On raising his cup to his lips he made a wry face and then beckoned to the proprietor.

"What do you call this stuff?" he asked.

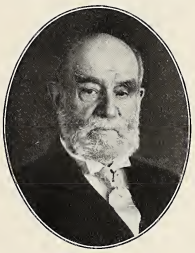
"Coffee," meekly replied the man, somewhat surprised.

"Coffee!" repeated Stone with scorn. "I could put a coffee-bean into my mouth, dive into the Mississippi River from the end of this street, swim 'way up to Vicksburg, and I'll guarantee that any one could bail up much better coffee than this over the entire route!" — *New York Tribune.*

OBITUARY

E. W. Blatchford.

E. W. Blatchford, founder of the well-known metal supply house of E. W. Blatchford & Co., pioneer of the linseed-oil industry in the Middle West, and one of the men who have been closely connected with the growth of Chicago, died on Sunday, January 25, 1914, at his home, 1111 North La Salle street, at the age of eighty-eight



E. W. Blatchford.

years. Mr. Blatchford was born in Stillwater, New York, May 31, 1826, and came to Chicago sixty-seven years ago with his father, the Rev. John Blatchford, who was the first Protestant pastor to be installed in the city.

Mr. Blatchford attended the Illinois college at Jacksonville, and graduated in 1845. In 1850 he went to St. Louis to engage in the oil and lead business, returning to Chicago four years later to establish a branch office under the name of Collins & Blatchford. The Chicago business was finally separated from the St. Louis office, and in the early sixties reorganized under the name E. W. Blatchford & Co. A larger field was developed for the production of lead in connection with the printing industry, and the company has since gained an enviable reputation in this field, supplying metal for linotype, monotype, stereotype, etc., and has established branches in various parts of the country.

While Mr. Blatchford was actively engaged in the work of organizing and establishing the business on a sound footing, he was also active in many of Chicago's most prominent religious, educational and civic movements. He was one of the original trustees of the Crerar Library; a trustee of the Newberry estate and president of the Board of Trustees of the Newberry Library; a director of the Chicago Theological Seminary; vice-president of the American Board of Foreign Missions of the Congregational Church, and a trustee of the Rockford Seminary and Illinois College.

Spending his life in those things which make for the welfare of mankind — founding, encouraging and taking an active part in organizations devoted to fostering literary, religious, educational and civic advancement — Mr. Blatchford, through his simple, straightforward manner, has won the love and esteem of all who have ever had any dealings with him, and many who, though not knowing him personally, have known of and been benefited by his works.

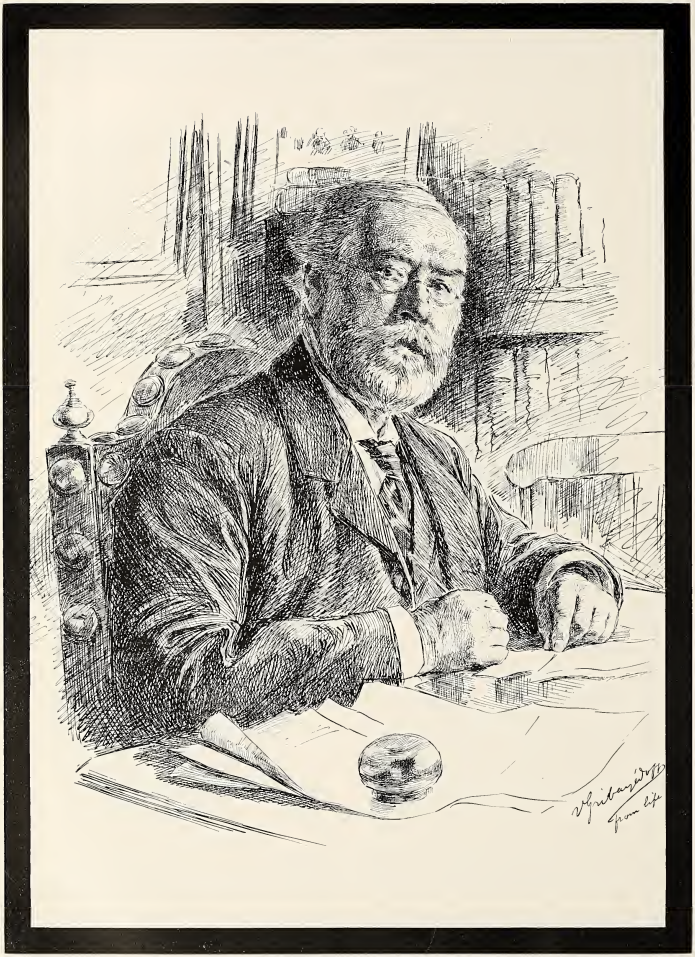
Charles Henry Parmelee.

Charles Henry Parmelee, King's Printer and Controller of Stationery, Ottawa, Ontario, Canada, died January 23, 1914. Mr. Parmelee was born at Waterloo, Quebec, and received his education in his native town, becoming editor of the Waterloo *Advertiser* in his twentieth year. Five years later — in 1880 — he became financial and commercial editor of the Montreal *Herald*. In 1883 he resumed the



Charles H. Parmelee.

management of the *Advertiser*, which position he retained up to the time of his appointment as King's Printer. He has held a number of important offices in his native province, having been a member of the Provincial Council of Agriculture; a town councilor of Waterloo; secretary and chairman of the Board of School Commissioners; president of the Eastern Township Press Association, and president of the Dairy Association of the Province of Quebec. He was elected to the Canadian House of Commons at the



THEODORE LOW DE VINNE.
Drawn from life by V. Gribayedoff.

general election in 1896, and reëlected in 1900 and 1904. In assuming control of the Printing Bureau, he did so quietly and yet with the determination of making it one of the most efficient departments of its kind in the world.

Theodore Low De Vinne.

With the passing away on February 16 of Theodore Low De Vinne, of New York, the printing industry loses one who for years was one of the most active characters in the work of advancing the welfare of those connected with the business, and who during his active years gave freely of his time toward the improvement of conditions in the industry. "His works shall live after him," can truly be said of Mr. De Vinne, for where is there a man in the trade who has read one of his books who has not been benefited or has not derived inspiration therefrom?

Theodore Low De Vinne was the second son of the Rev. Daniel De Vinne, a minister of the Methodist Episcopal Church. He was born on December 25, 1828, in Stamford, Connecticut. He did some temporary work in a printing-office at Fishkill, New York, in 1843, but soon after began learning the trade in earnest with the *Gazette*, at Newburgh, New York. The office was a very small one, and the three apprentices who were employed were obliged to do everything that the calling required. In 1847 he went to New York city where he worked at press and case in several offices, with the purpose of learning different branches of printing. Hearing in 1849 of a vacancy in the office of Francis Hart, a skilful printer, he applied for and obtained a situation as job-compositor. In 1850 he was made foreman there, which position he held for nine years. In 1859, an offer having been made to him of a partnership elsewhere, Francis Hart, not to be outdone, made him a member of the firm. The specialties of the house at that time were railroad and steamboat printing and general jobwork. Later it changed almost entirely to bookwork. In 1861 Mr. De Vinne began to write on the subject of printing for the *Printer*, a journal then published in New York city. His first long article was upon a subject to which he has ever since devoted much attention, "The Profits of Book Composition." The second was an essay on trades unions. At about this time he delivered an address upon early printing before the Typographical Society. Soon after the outbreak of the Civil War the price of everything which entered into making an estimate, whether labor or material, became so different from what it had been in peace that Mr. De Vinne and Peter C. Baker repeatedly brought together the members of the trade for consultation upon the changed conditions. A society was formed and a new scale of prices for the public was adopted. Mr. De Vinne was chosen secretary of this association of employing printers, serving on several important committees and doing much other work. The new society, which was known as the Typothetæ, proved valuable in allaying animosities and in giving to all its members a truer knowledge of the conditions of the trade. In 1873 the house began to print *St. Nicholas*, and, shortly after, the *Century Magazine*. At that time all magazines were printed upon wet paper, although a great deal of fine job and book work was done upon dry paper. Mr. De Vinne determined to attempt the presswork of the cut-forms of the *Century* upon dry paper, and after many discouragements was successful in attaining the results he desired and in producing a more brilliant effect from fine engravings than had been thought possible. His methods were adopted in other offices, but the difficulties of printing upon dry paper were not entirely surmounted for many years. He was the first to use surfaced paper for magazine work and fine bookwork with illustrations. His firm was recently engaged in the production of one of the largest works ever issued from the American press — the Century Dictionary.

Francis Hart died in 1877, and in 1883 Mr. De Vinne associated with himself his son, Theodore B. De Vinne, as Theodore L. De Vinne & Co. In 1885 they erected a large and commodious building in Lafayette place expressly for a printing-house, and removed thither in May, 1886. During the continuance of the war Mr. De Vinne was led to investigate the question of prices very closely, and after he became secretary of the Typothetæ many demands were made upon him for information. This suggested to him the need of a new book of authority. In 1869 he published the first edition of the "Printers' Price-List," a manual intended to furnish printers with facts for making estimates correctly. A second enlarged edition was published in 1871, which was warmly approved of by the trade. Mr. De Vinne's studies of printing showed him where many errors had been committed by bibliographers in attempting to solve the mystery surrounding the invention of the art. The early writers were not printers, and pursued their studies without proper knowledge of technical details. He felt that the explanation of many difficulties could alone be found by using the light cast upon them by the experience of printers. The result of his researches and reasoning appeared in the "Invention of Printing," a thick octavo of 550 pages, which was everywhere received as a valuable summary of the evidences concerning the invention. The date of its appearance was 1878. He has contributed to the *Century Magazine* essays on the "Growth of Engraving on Wood," "Plantin and the Plantin-Moretus Museum," "The Printing of the Century," and other papers concerning typography. To Mr. De Vinne also belongs the credit for contributing to the literature of the printing industry a number of books that are recognized as authority on the subjects covered, among them being a series of four under the title, "The Practice of Typography."

Upon the reorganization of the New York Typothetæ in 1883, Mr. De Vinne was elected a vice-president. Later, he was chosen president of that organization. When the United Typothetæ was formed in Chicago in 1887 he was elected its first president, although not present. He discharged the duties of that office for the next year, and at its sessions in New York in 1888. He was a member of the Aldine, Authors' and Grolier clubs, and did efficient service as a member of the publication committee of the last-named society.

Funeral services were held at the late home of Mr De Vinne, on Thursday morning, February 19, and editors, authors, publishers, engravers and printers joined in paying tribute to his genius. Mr. De Vinne is survived by his son, Theodore B. De Vinne, vice-president of the De Vinne Press.

Edwin Ginn.

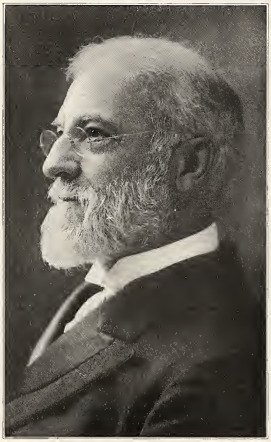
Edwin Ginn, head of the publishing-house of Ginn and Company, Boston, Massachusetts, died at his home in Winchester, on Wednesday, January 21, 1914. The passing away of Mr. Ginn takes one whose life has been an inspiration to all who have come in contact with him, or who in any way have known of him and of his work, and it may well be said that he still lives in the memories he leaves behind.

Mr. Ginn's early life was in almost every respect similar to those of the majority of men who have gained distinction. Born in 1838 on a farm in Orland, Maine, his boyhood days were spent doing the usual chores which fall to the lot of the farmer boy, his school days consisting of two

months during the winter and two months in summer. At the age of twelve he went as cook in a logging-camp for a crew of men hired by his father, who was a lumberman and shipbuilder.

Later, his father moved to the village and he began to attend the high school. As his teacher could not instruct him in Latin, he walked from Orland to Bucksport Seminary, a distance of two and one-half miles, making a five-mile trip each day besides doing the chores at home. At the age of seventeen he began teaching school in order to secure funds to continue his education, and at twenty entered Tuft's College.

The year he graduated Mr. Ginn began agency work in the schoolbook business, and shortly after started his



Edwin Ginn.

publishing career, his first work being Craik's "English of Shakespeare." Other works followed, among them being a Latin Grammar, Goodwin's "Greek Grammar," "Life, Art and Characters of Shakespeare." In this way started the publishing business of Ginn and Company. Fred B. Ginn, a brother, was admitted to partnership, and in 1876 D. C. Heath became connected with the firm, the name being changed to Ginn, Heath and Company. In 1815 Mr. Heath started business for himself, the partnership was dissolved, and the name changed back to Ginn and Company.

Mr. Ginn has also become well known as a philanthropist, having contributed large sums to various worthy causes.

Benjamin F. Funk.

Benjamin F. Funk, vice-president of the publishing house of Funk & Wagnalls Co., 354 Fourth avenue, New York, died suddenly of heart disease while in a private gymnasium on February 2, 1914. He had been suffering from heart trouble for over two years, and nearly a year ago took up a course of light exercise in the gymnasium, which benefited him so much that in fine weather he was accustomed to walking from the Battery to his office in the morning. Mr. Funk was born in Springfield, Ohio, and went to New York over twenty years ago, becoming associated in the publishing business with his brother, the late Dr. Isaac K. Funk. He was president of the Prohibition Park Company, a real-estate concern of Staten Island, and treasurer of the Western Building and Loan Association. He is survived by his wife and four sons.

Orlando M. Baker.

Orlando M. Baker, for the past nine years president of the G. & C. Merriam Co., publishers of Webster's Dictionary, and one of the oldest and most beloved citizens of Springfield, Massachusetts, passed away at his home, 111 Dartmouth Terrace, on Monday, February 2, 1914. To the work of publishing the Webster's Dictionary, Mr. Baker devoted his life, holding it to be of the greatest public importance.

Mr. Baker was born in Canisteo, Steuben County, New York, on May 29, 1832. He received his early education in the public schools and afterward studied in Alfred University and Geneseo Wesleyan Seminary. In 1853 he began teaching in a little district school, in Towlesville, Steuben County. He continued teaching there and in other places for two years when his health failed and he took a position as clerk on a Lake Superior steamer. His health being restored he again took up his chosen work of teaching in 1857. In 1867 poor health again compelled him to give up, and he entered the book business, traveling through a number of States in the Central West for the Ivison, Blakeman & Taylor Publishing Co. His work among educational people made him so well known that in 1871 he was made assistant and soon after acting superintendent of schools of the State of Missouri.

Mr. Baker entered the employ of the G. & C. Merriam Publishing Company in 1877, going to Springfield, Massachusetts. In 1882 he became a member of the firm, ten years later was made treasurer, and in 1904 was called to take the place of the president, Homer Merriam, who moved to California. In this capacity Mr. Baker remained until the time of his death. He had a strong, upbuilding influence on the business, and until the last presided regularly at directors' meetings and at the regular Tuesday conferences.

Mr. Baker also took great interest in religious, musical, social, and civic activities. As a young man, he was very active in Masonry, and had the reputation of being the best-informed man on that subject in the Middle West. He never allowed any of these activities, however, to interfere with his prime interest, the publishing of the Webster's Dictionary.

Lorenzo J. Hatch.

Lorenzo J. Hatch, director of the currency engraving department of the Chinese government, died on Sunday, February 1, at Peking, China. Mr. Hatch was an expert steel engraver, and was employed in the United States Bureau of Printing and Engraving at Washington, D. C., for many years. His work attracted the attention of the Chinese Government, and he went to China in 1909 with a six years' contract with the Imperial Government. When China became a republic he was retained in service. Mr. Hatch was born in Dorset, Vermont, fifty years ago. For many years he made his home in Lawrence Park, Bronxville, New York. He was a member of the Century Club of New York.

TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading. Items for this department should be sent before the tenth day of the month.

Interstate Machinery Company Enlarges Quarters.

The Interstate Machinery Company, Troy, New York, has recently erected a large addition to its plant. This company buys and sells printers' machinery, and is also jobber in new machinery.

Barnhart Brothers & Spindler Move New York Office.

Barnhart Brothers & Spindler announce the removal of their New York office on February 1, 1914, to 29 Great Jones street, New York city. The quarters were formerly occupied by the Bruce Type Foundry.

Beck Engraving Company Installs Typecaster.

The Beck Engraving Company has recently installed a Universal typecaster in its printing department, with which it will remake all its type from six to forty-eight point. This will give the Beck Company one of the finest equipments of new type in Philadelphia.

Hart & Zugelder open Branch in New York City.

Hart & Zugelder, manufacturers of printers' rollers, Rochester, New York, and Pittsburgh, Pennsylvania, have established a well-equipped plant at 67 Greene street, New York city. This new branch has its own steam plant and artesian well, which has a capacity of ten thousand gallons of water every four hours for cooling purposes. This firm has been in business thirty-eight years.

French Manufacturer Desires Information on American Machines.

A recent letter from the officers of The American Tag Manufactory, Boulogne-sur-Mer, France, asks THE INLAND PRINTER to advise American manufacturers of machines for making tags with paper and metal eyelets, also machines for putting string or wire in tags, to send their literature with details regarding the machines, etc., as they are interested in machinery of this class.

Vanbosser Machinery Company Opens Chicago Office.

The Vanbosser Manufacturing Company, of Detroit, Michigan, manufacturer of the "Vanbosser," an electrically heated mounting-block for embossing and heating dies, has opened offices in the Transportation building, 608 South Dearborn street, Chicago, Illinois. Robert A. Jaeger has been appointed as manager of this office, and will look after the company's interest in this territory. The "Vanbosser," which was fully described in the January issue of THE INLAND PRINTER, is a device that will be found of great value to plants doing embossing. It is so designed it can be located in the chase and connected to any electric-light socket, producing heat to nearly 500° F. on the surface of the die. Owners or managers of plants will find it well worth while to investigate this device. A letter to either the Chicago office or the Detroit office, 26 East Woodbridge street, will bring complete details.

Reasons for the Linotype Quality and Versatility Competitions.

In the January issues of the various trade journals the Mergenthaler Linotype Company announced an offer of thirteen prizes, aggregating $5,800, for the best specimens of linotype jobwork submitted. A prize of $1,000 will be awarded for the best and most artistic specimen especially produced for this competition. The remaining $4,800 will be divided among four classes for the best specimens of linotype work produced in the regular course of business, there being three prizes in each class.



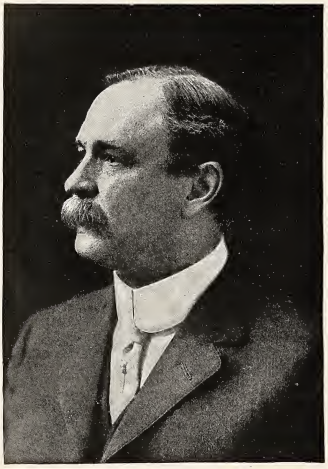
Judges in Linotype Quality and Versatility Competition.

The following gentlemen of national reputation in the printing trade have consented to act as judges: E. E. Bartlett, Bartlett-Orr Press, New York; J. Horace MacFarland, Mount Pleasant Press, Harrisburg, Pennsylvania; James M. Lynch, New York State Labor Commissioner, Albany, New York, ex-president International Typographical Union; A. W. Finlay, manager George H. Ellis Company, Boston, Massachusetts, vice-president United Typothetæ and Franklin Clubs of America; W. J. Hartman, Chicago, Illinois, ex-president Ben Franklin Club of America.

The Mergenthaler Company reports that the many specimens submitted so far in the competitions show remarkable skill in linotype operating as well as the highest quality of artistic typography.

Dr. Frederick W. Hamilton, Director-General of Apprentice Instruction of U. T. A.

Realizing the need of a closer supervision being devoted to the problem of providing skilled workmen for the printing trade, the United Typothetæ and Franklin Clubs of America has determined to attack the problem definitely and aggressively. At the Chicago convention in 1912, a committee was appointed to thoroughly investigate the situation. This committee submitted to the convention at New Orleans, last October, a very careful and painstaking report with definite and far-reaching recommendations. These recommendations were adopted and a Committee on Apprentices, consisting of Henry O. Porter, chairman, Boston; E. Lawrence Fell, Philadelphia; A. M. Glossbrenner, Indianapolis; J. Clyde Oswald, New York; Toby Rubovits, Chicago, was appointed.



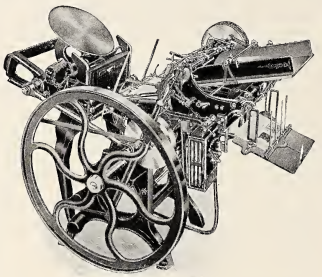
Dr. Frederick W. Hamilton.
National Apprentice Director, United Typothetæ and Franklin Clubs of America.

The committee has appointed Dr. Frederick W. Hamilton, of Boston, director-general of apprentice instruction. Doctor Hamilton was recently president of Tuft's College, Massachusetts, and has been a member of the Massachusetts State Board of Education since the reorganization, four years ago.

Doctor Hamilton has opened an office at 20 Parmenter street, Boston, in connection with the Boston School of Printing. He will be glad to receive inquiries, information concerning trade training projects now in operation, or other correspondence, and to render any service in his power to those interested in better printing-trade education, or desirous of taking up educational projects in their localities.

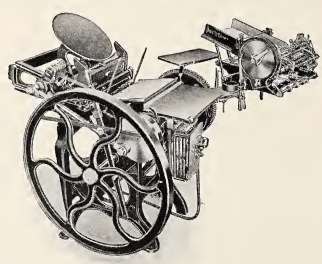
Honigmann Automatic Platen Press Feeder—An Attachment for Job Presses.

A device for automatically feeding job presses, which when not in use can be swung to one side, leaving the press free for make-ready or hand feeding, is among the many inventions given the printing industry during the past year. This clever device, the invention of Hans Honigmann, of Duluth, Minnesota, is an attachment which can be applied to a platen job press, and which is guaranteed to feed at the full capacity of the press almost everything that can be fed by hand. It will handle all grades and thicknesses of paper, from onion-skin to the heaviest ledgers, and also envelopes and all thicknesses of cardboard.



Honigmann Automatic Feeder in Position for Feeding.

The feeder is so designed that, when not in use, it can instantly be swung away and the press used for hand feeding. It can be changed from one job to another in from three to five minutes, every change being made with thumbscrews, thereby eliminating the use of wrenches or screwdrivers. No alterations or changes of the press are required in order to attach the feeder, so that it can be unboxed and applied in a very short space of time. It is claimed that any experienced boy with ordinary intelligence can operate



Honigmann Feeder Removed for Make-ready and Hand Feeding.

it. Boxed for shipment the feeder weighs less than three hundred pounds.

A number of the machines have already been put in operation and are giving excellent satisfaction. A company has been incorporated with a capital of $100,000 to put the machine on the market, and machines will be ready for delivery some time in May or June. The Honigmann Automatic Press Feeder Company, 325-331 Winthrop building, Duluth, Minnesota, will be pleased to answer any inquiries, and will send complete details regarding this feeder upon request.

Gas Control on Linotype and Monotype by Thermovalve.

An accurate means of automatically controlling the temperature of the metal on linotype and monotype machines has long been sought. The use of mercury in a governor for this purpose has its disadvantages owing to the volatile nature and high rate of expansion of this element. The Robertshaw Angle Thermovalve, made by the Gas Appliance Sales Company of America, is a device that does not depend upon mercury for its thermostatic principle. This apparatus, which is illustrated herewith, is devised so that the adjustment may be made permanent and to correspond to any individual characteristic of the machine. These devices are installed and adjusted by experts employed by this company, and will be found to maintain the metal at a more exact temperature than any other thermostatic device now applied to machines.

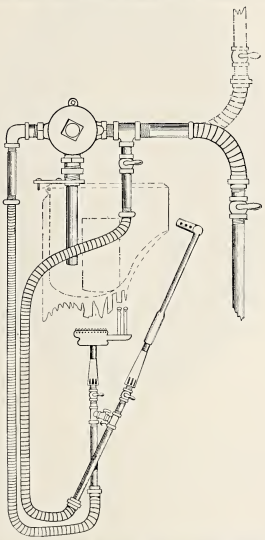


Diagram Showing the Robertshaw Thermovalve Attached to Linotype Machine.

The adjustment made on this thermovalve is of a permanent character, and is not subject to change by deterioration of any element entering into its construction or use for thermostatic effect. This is of the highest advantage to the user, making it possible to carry the temperature at a very exact point, which every machine-tender knows is the real purpose of gas controllers. This thermovalve besides controlling temperature, makes it unnecessary to have a line governor on the pipes, thus controlling the gas pressure as well as the metal temperature.

Full particulars regarding the use of the thermovalve for linotype, monotype or typecasting machines will be furnished by the Gas Appliance Sales Company of America, 1209 Arch street, Philadelphia, Pennsylvania.

Edmund Allen Celebrates Ninety-fourth Birthday by Making Presentation to Employees.

A munificent birthday gift of $5,000 was divided among the three hundred employees of the printing firm of Allen, Lane & Scott, 1211 Scott street, Philadelphia, Pennsylvania. The donor was Edmund Allen, the head of the establishment. At the close of the day's work each employee was handed an envelope containing the amount of one week's salary. On a card in each envelope, was engraved: "A gift from Edmund Allen and his daughters, Misses Laura and Ella Allen, in remembrance of Mr. Allen's ninety-fourth birthday." His years have prevented Mr. Allen taking an active part in business for some time, but it was his determination to have his employees remember him this year by making them a substantial gift. Mr. Allen lives with his daughters at the Gladstone, and on this occasion, spent the day at home receiving many callers.

Prize Offered for Best Design for I. T. U. Convention Souvenir Book.

The Convention Committee of the International Typographical Union has announced that it will give a prize of $25 for the best cover-design for the 1914 convention souvenir book. The competition is open to students of the Rhode Island School of Design, and the I. T. U. Course of Instruction. The judges to be chosen to make the award will be men of special adaptability for the work, and of such character as to insure fair treatment to contestants. The contest will close May 1, 1914, and award will be made as soon thereafter as convenient for judges to complete their work.

The copy for the cover is as follows: "Providence, Convention City, 1914, International Typographical Union. Sixtieth Convention Sessions, Infantry Hall, August 10 to 15, 1914."

The specifications are: Size of cover, 9 by 12 inches; design to be 7 by 10 inches; color of stock, light brown or buff; to be printed in either two or three colors.

The rules governing the contest are: "Contestants must be bona fide graduates of either the Rhode Island School of Design or the I. T. U. Course of Instruction. They must notify William J. Meegan, 42 Benevolent street, Providence, Rhode Island, of their intention to enter the contest before April 1, 1914, and must mail or deliver drawings to Mr. Meegan not later than May 1, 1914. Names, addresses or identification-marks of contestants must not appear on face of design. Write full name and address on back of drawing.

C. C. Muller, of The State Company, Advanced.

C. C. Muller, who for many years has been manager of the printing department of The State Company, Columbia, South Carolina, has recently been made manager of that company's book and office-stationery departments. Mr. Muller is president of the South Carolina Master Printers' Association, and is an enthusiastic organization man.

Blomgren Brothers & Co. Recognize Faithful Service of Employees.

Those harsh critics of Chicago's commercialism who still believe that business and sentiment can not go together were brought up with a jerk on Tuesday afternoon, February 17, when William R. Gast, superintendent of the engraving department, and John M. Renk, superintendent of the electrotype department, were called before their fellow employees, and each presented with a gold watch and chain by Edward Westman, president of Blomgren Brothers & Co., because they had just completed twenty-five years of continuous service with that company.

Thirteen years ago John Soderberg and Anton Duha were awarded a gold watch and chain as a token of having passed the quarter-century mark in actual service with Blomgren Brothers, and eight years ago John Anderson received a similar official presentation for the same reason. Since that time it has become the custom to recognize faithful service in this way.

The present presentation has grown out of this custom and anybody in the organization who is nearing the quarter-century mark may wake up in the morning and find that he is heir to some such valuable trophy.

Back in 1875, when Chicago was recovering from the effects of the fire, a small electrotyping, wood and wax engraving factory was started which provided the struggling town with its advertising cuts and plates. Patent-medicine firms and live-stock sales were the greatest pioneer advertisers. But as early as 1876, the famous inventor of the reaper made his first visit to the engraving plant, and for the past thirty-eight years the business relationship which he started has continued without a break.

Chicago has since become the greatest manufacturing center for farm machines in the world. With the exception that, where a third of a century ago the peasant farmer of Europe and Asia got his first glimpse of American machines from a wood cut, they now see an exact reproduction from photographic half-tones, in the development of which Blomgren Brothers were the pioneers. Chicago has been hailed as the greatest center of many lines of activities, but the reputation of its engraving houses has been known to only a few, owing to the fact, perhaps, that only a small number of any given people in a community have come in contact with the engraver's art. It is a matter of history that as the manufactories of the city grew the engraving facilities kept pace, so that irrespective of the tremendous strides which have been made in the art of photography and reproduction, Chicago has been more than self-sustaining. It may not be one of the greatest of its industries; it is, nevertheless, one of its oldest.



Wm. R. Gast.



John M. Renk.

In going over the records of the company a short time ago, President Westman boasted that Blomgren Brothers & Co. had enjoyed uninterrupted business with more than twenty customers for over thirty years.

Intertype Parts Catalogue.

The International Typesetting Machine Company is sending out a new catalogue of parts and supplies to all users of intertype and linotype machines. The book is particularly well dressed and is arranged in a convenient manner, with a view to making the ordering of supplies as simple and convenient as possible. Half-tone illustrations of the thousands of parts used on intertypes and linotypes are shown. As far as possible all parts are shown assembled, so that the smallest screw can be located at a glance. The names of the parts and prices are placed on pages facing the illustrations.

According to a letter enclosed with each catalogue, most of the parts shown will fit perfectly on linotype machines. All such parts carry their linotype numbers, as well as intertype numbers. The catalogue states clearly just which

models of linotypes the interchangeable parts will fit. The letter also states that all prices quoted in the new catalogue are net and took effect on March 1. Up to the present time the new typesetting machine company has been doing an enormous parts and supplies business without a catalogue; now that its own book is out it is kept running at top speed to get out orders immediately. Among recent large supply orders reported are "new dresses" of matrices for several daily newspapers, the latest being an order from the *New York World* for fifty-two fonts.

Geo. H. Morrill Ink Company in New Quarters.

The Geo. H. Morrill Ink Company, manufacturer of printing-inks, has moved into new quarters on the first floor at the corner of Sherman and Harrison streets. The offices are elaborately furnished and considerable space is devoted to the manufacture of ink, that department being equipped with a complete line of up-to-date machinery for the purpose. For nearly twenty-five years this firm has occupied the first floor at 519 South Dearborn street, and for the past nineteen years the office has been under the management of Isaac Colburn, western manager. The Geo. H. Morrill Company has its main factory at Norwood, Massachusetts, and maintains branch offices in Boston, New York city, San Francisco, Los Angeles, and London, England.

To Reduce Size of the London Standard.

A recent cable dispatch to the Press Publishing Company, *New York World*, states that Davison Dalziel, M. P., managing director of the *Standard*, who began his career in Chicago, is about to take a revolutionary step, altering the shape and size of that newspaper to resemble the *Evening Standard*, which has only four columns of about five hundred words. The innovation is being eagerly discussed, Dalziel maintaining that the public want their papers in handier form than now, as, for one thing, it is impossible for five readers sitting abreast in a railway carriage to read their papers with comfort.

Latest Acquisition of American Antiquarian Society.

One of the latest acquisitions of the American Antiquarian Society, of Worcester, Massachusetts, is an exceptionally long file of an early American newspaper, the Reading (Pa.) *Adler*, which is printed in German. The price paid is said to be approximately $1,000. This publication first appeared on November 29, 1796, and was issued regularly until the present year.

Smith-McCarthy Company Victim of Error in Newspaper Notice of Court Proceedings.

An error in a newspaper notice of bankruptcy court proceedings recently created considerable disturbance in a number of the offices for which the Smith-McCarthy Typesetting Company, of Chicago, does the composition. The notice as it appeared in the paper gave the impression that a petition in bankruptcy had been filed against the Smith-McCarthy Company. The facts were that the Smith-McCarthy Company, with the National Electrotype and another company, creditors of the Osterlind-Ford Company, which succeeded the Breyer Press, filed a petition to have the Osterlind-Ford Company declared a bankrupt. The Chicago *Tribune*, in its Sunday edition, published a correction of the misleading item under a double display heading. Although the Smith-McCarthy house is one of the newer ones among Chicago's many well-equipped trade plants, it has become a leader in its field and numbers among its patrons many of the largest and most exacting buyers of composition in Chicago and adjacent cities. John J. Smith, president of the concern, won recognition in the printing world by his long and successful foremanship of Hollister Brothers' composing-room, and Edmond J. McCarthy, secretary of the company, has a wide acquaintance in the trade through having represented the Monotype Company in the Chicago field for several years. In an interview with a representative of THE INLAND PRINTER, Mr. Smith stated that while the error in the original notice had caused them considerable annoyance it showed them how many friends they had among their customers



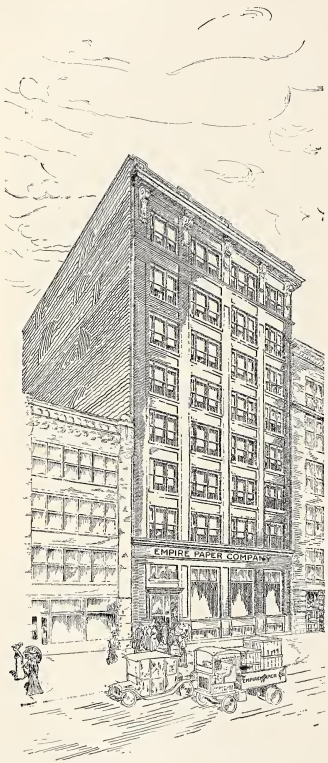
Presented to Wm. R. Gast
on his 25th year of
continuous service.
February 17, 1914.
Blomgren Brothers & Company.



Presented to John M. Renk
on his 25th year of
continuous service.
February 17, 1914.
Blomgren Brothers & Company.

Empire Paper Company in New Home.

Another step forward in the great advances made in the paper business during the past twenty years is the removal of the Empire Paper Company, 508 Sherman street, Chicago, to its new building at 725 South Fifth avenue. So fast has this concern grown since its incorporation in 1895 that a building of the type it is now going into was made necessary to house its large and complete lines of bonds, linens, ledgers, writings, etc., as well as cardboards, envelopes and stationery.



New Home of the Empire Paper Company.

The company's first offices and warehouse were located at 177 Monroe street, in the then paper center of Chicago, at which place it prospered for some years, adding space from time to time till it moved into its present quarters some ten years ago. The company had been in this location but a short time when its officers soon realized that they had little or no space as compared with what their increasing business demanded. Hence the erection of a nine-story, reinforced concrete, fireproof building, with a carrying capacity of over three hundred pounds to the square foot. The officers of the Empire Paper Company have given much time and study to the needs of the printing trade, and studied its needs from every angle, which enabled them to erect a building in which they can carry an unlimited amount of stock and render more efficient service. This company has always looked to the printing and allied trades for its business, and caters entirely to their wants. It is evident that the goods offered by this firm have been of a superior quality, and it is no wonder that its advances have been so rapid.

BOOK REVIEW.

"A Manual for Writers."

"A Manual for Writers," by John Matthews Manly, head of the Department of English of the University of Chicago, and John Arthur Powell, of the University of Chicago Press, is a book that will be found of great value to those in any capacity who are called upon to use the English language. It has been prepared with the object of meeting the needs of all classes of writers. Based upon standard authorities, this work has been supplemented by observation of recent practices and tendencies among scholars and careful writers. It is designed as a reference-book to be referred to for the instant settlement of the many questions arising in practice. It carries the inquirer over grammatical difficulties; it gives concise rules of form in respect to spelling, capitalization and punctuation; it discusses letter-writing — business, formal and social — practically and comprehensively; it informs the writer of the steps he should take to secure publication of his work, and of the necessary technical preparation of that work for the printer; the technicalities of proofreading and of the printing-office also are explained.

A glance over the following chapter headings will give a good idea of the scope of this work: English Composition; Grammatical Notes, with a list of "Pitfalls in Diction"; Spelling, with Rules for Abbreviating and Compounding Words; Capitalization; Punctuation; The Use of Italic; Letter-writing, with forms; Hints on the Preparation of Manuscript for the Printer; Illustrations; Stages Through Which a Book Passes in the Making; Typographical Practices and Terms; Miscellaneous Information.

"A Manual for Writers," published by the University of Chicago Press, Chicago, Illinois. For sale by The Inland Printer Company, postpaid, $1.35.

THE SECRET.

Union K. Bethell, the head of America's great telephone system, was asked at a luncheon in New York the secret of success.

"We all work when we feel like working," Mr. Bethell said. "The successful man, however, is the one who keeps on working when he no longer feels like it."

THERE is no such thing as chance; and what seems to us the merest accident springs from the deepest source of destiny.— *Schiller.*

THE INLAND PRINTER

A. H. McQUILKIN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

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THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

SUBSCRIPTION RATES.

One year, $3.00; six months, $1.50; payable always in advance. Sample copies, 30 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions expire, the magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, three dollars; to all other countries within the postal union, postage prepaid, three dollars and eighty-five cents, or sixteen shillings, per annum in advance. Make *foreign* money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news-dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news-dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of THE INLAND PRINTER as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS.

JOHN HADDON & Co., Bouverie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.

RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

G. HEDELER, Nürnbergerstrasse 18, Leipsic, Germany.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

JEAN VAN OVERSTRAETEN, 3 rue Villa Hermosa, Brussels, Belgium.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

ERNST MORGENSTERN, Dennewitzstr. 19, Berlin W 57, Germany.

WANT ADVERTISEMENTS

Prices for this department: 40 cents per line; minimum charge, 80 cents. Under "Situations Wanted," 25 cents per line; minimum charge, 50 cents. Count ten words to the line. Address to be counted. Price invariably the same whether one or more insertions are taken. **Cash must accompany the order. The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of The Inland Printer free to classified advertisers.**

BUSINESS OPPORTUNITIES.

BUSINESS FOR SALE—On account of advancing age, I am obliged to retire from business soon, and offer my printing-plant for sale; a well-equipped, medium-sized job office, with rubber-stamp equipment connected, doing a nice business in both lines without soliciting; a fine opening for a company of practical young men to secure an established business with work and money coming in from the start; located in a live manufacturing city of 100,000 in Ohio; reasonable price for cash. A 584.

FOR SALE—Daily (except Monday) morning, 8-page independent newspaper, county seat of 5,000, central California; direct wire service; county has 50,000 inhabitants; paper has largest circulation and advertising patronage in county; job department in connection; $3,000 will swing deal; owners will retire. C 575.

PROFITABLE ONE-MACHINE LINOTYPE trade plant for sale; rent, light, heat and power furnished free; one contract guaranteeing about $200 worth of composition monthly; price, $6,000; cash preferred; excellent opportunity for good operator. LINOTYPE, 260 Milwaukee Ave., Milwaukee, Wis.

GERMAN INCORPORATED COMPANY takes agency or manufacture of American patented or other machines and apparatus for the European market. DEUTSCHE MASCHINEN & PAPIER INDUSTRIE WERKE, 93-95 Luetzener Strasse, Leipsic, Germany.

FOR SALE—Complete job printing plant in center of Buffalo's business section; established over 25 years; other business compels us to sell this successful shop; an exceptional opportunity for some one; for details write C 576.

FIRST-CLASS JOB PRINTER WANTED; capable of taking charge, with $1,000 to $2,000 to invest in a growing plant in a city of 80,000 in the Middle West; don't write if you don't mean business; references required. C 598.

PRINTING SALESMAN to unite with two practical men about to open an establishment in Cleveland; ambitious young man who knows what constitutes good printing and can invest some capital preferred. C 577.

JOB PRINTING PLANT FOR SALE; splendidly equipped; owner wishes to retire and offers special inducement; prompt action; full particulars address GEO. A. MILLER, 709-711 Locust st., Des Moines, Iowa.

A PRINTER'S OPPORTUNITY—Reliable man with some capital can connect with first-class printing concern with established reputation. Address BOX 486, Pulaski, Va.

FOR SALE—On account of death, old-established printing plant in San Francisco; splendid opportunity. S. W. CHARLES, University av., Palo Alto, Cal.

CALIFORNIA NEWSPAPER-JOB PLANTS FOR SALE; all live wires; write me for prices, particulars. GEO. E. CARTER, Suisun, Cal.

ENGRAVING METHODS.

ANYBODY CAN MAKE GOOD CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required. Price of process, $1; circular and specimens for stamp. THOS. M. DAY, Box I, Windfall, Ind.

FOR SALE.

BOOKBINDERS' MACHINERY—Before buying elsewhere a second-hand or rebuilt Smyth machine, send us the serial number on nameplate and we will give you its history and age; we are now, and have been for over twenty-four years, the sole selling agents in North America for the Smyth Manufacturing Company, of Hartford, Conn., the only manufacturers of Smyth book-sewing machines, casemaking, casing-in, cloth-cutting, gluing and book-trimming machines. There is no connection whatever between the Smyth Manufacturing Company, of Hartford, and any other concern in this country trading under a somewhat similar name. Prospective customers are cautioned accordingly. All rebuilt Smyth machines offered by us have all worn parts replaced by interchangeable and correct parts furnished us by the manufacturers, and correspondence with those interested is invited. E. C. FULLER COMPANY, 28 Reade st., New York, and Fisher bldg., Chicago, Ill.

Megill's Patent
SPRING TONGUE GAUGE PINS
$1.20 per doz. with extra tongues

QUICK ON

MEGILL'S PATENT
Automatic Register Gauge
automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan. Only $4.80.
E. L. MEGILL, Pat. and Mfr.
60 Duane Street NEW YORK
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES
$1.25 set of 3 with extra tongues

VISE GRIP

DEXTER PILE FEEDER FOR SALE CHEAP — We have a Dexter pile feeder which was attached to a 0000 Miehle press; this feeder is in good condition, and was feeding 1,500 sheets, 40 by 60, every hour up to time of replacing the press with a two-color Miehle; we have two more feeders exactly like the one offered working satisfactorily; this feeder will take sheet 44 by 62; we have replaced this feeder because it will not fit our new two-color press; this machine cost about $1,500 new; we offer it for $500 cash, f.o.b. Elkhart, subject to prior sale. DR. MILES MEDICAL CO., Elkhart, Indiana.

REBUILT — absolute guarantee — Cottrell, 2-rev., 33 by 46; Campbell pony, 2-rev., 23 by 30, front fly, cylinder trip; Whitlock, 2-rev., 39 by 52, 4-roller, front fly; Hoe stop, 29 by 42; drum cylinders and job presses, all sizes; paper-cutters, 23 to 48 inch; wire-stitching, perforating, slitting, scoring, banding, numbering machines; send for illustrated list. RICHARD PRESTON, 167 E. Oliver, Boston.

REBUILT — Guaranteed satisfactory to purchaser, Huber, 4-roller, 46 by 60 bed, $1,100; Campbell job and book, 41 by 60 feet, $700; 37 by 52 bed, $650; 34 by 50 bed, $500; Campbell Economic, 45 by 60 bed, $800; Hoe pony drum, 17 by 21 bed, $475; f.o.b. New York. C. FRANK BOUGHTON, successor to Van Allens & Boughton, 17-23 Rose st., New York.

RECEIVER'S SALE OF PRINTING-PLANT — The entire printing-plant of the R. & R. Co., or any part thereof; presses, cutting machines, motors, etc.; all in splendid condition; inventory furnished upon request. LAMAR HEISKELL, Rec'r, Court House, Memphis, Tenn.

A BARGAIN IN PRESSES — Four Huber cylinder presses for sale, two take sheet 35 by 52 and two take sheet 42 by 60; we guarantee them to be in good condition; can be seen running; and will sell them to a desirable purchaser for part cash and time payments. C 582.

FOR SALE — Anderson bundling press, new style, used less than a year, guaranteed in perfect condition; regular price, $125; will take $90 f.o.b. Chicago, having no further use for machine. HORACE HACKER & CO., 312 N. May st., Chicago.

STITCHER BARGAIN — A ½-inch Roshack, serial No. D 223; regular price, $225; used less than a year; has been returned to the maker and overhauled; will take $175 f.o.b. Chicago. HORACE HACKER & CO., 312 N. May st., Chicago.

FOR SALE — Kellogg offset press, 33½ by 59 inches, with Dexter feeder attached; also one hand press, 37 by 66 inches, and a graining machine, 32 by 66 inches. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE — 1 3 by 6 inch to 12 by 18 inch Seybold Duplex paper-cutter; 1 21 by 29 inch to 40 by 60 inch Brown folding machine, with Dexter feeder attached. GREELEY PRINTERY, St. Louis, Mo.

LINOTYPE, CANADIAN MODEL No. 3, with extra magazine, two molds, four fonts of two-letter matrices and extra sorts; good condition. IMPERIAL PUBLISHING CO., LTD., Halifax, N. S., Canada.

LINOTYPES FOR SALE — 3 Canadian machines; 2 Model 1; 1 Model 3; good condition, all fully equipped with matrices, liners and blades. THE ROYAL PRINT & LITHO., Ltd., Halifax, N. S., Canada.

CAMPBELL MULTIPRESS in perfect order, 4, 6 and 8 page, capacity 5,000 an hour; bargain price and easy terms to quick purchaser. MARCIL TRUST CO., LTD., 180 St. James st., Montreal.

FOR SALE — 2 11 by 16 Peerless presses; 1 12 by 18 Prouty press; 2 18-inch punching machines; 1 Victor steel-die embossing machine. H. HAMMAR MFG. CO., 17 S. Market st., Chicago, Ill.

FOR SALE — Mergenthaler, Model 1, with simple two-letter attachment; possible to use regular two-letter mats; two magazines; in perfect condition; low price f.o.b. your town. C 578.

LINO-TYPEWRITER — The typewriter "built like a linotype"; price reasonable; easy terms; agents wanted. BUCKNER LINO-TYPEWRITER COMPANY (est. 1908), Berkeley, Cal.

BOOKBINDERS' MACHINERY — Rebuilt Nos. 3 and 4 Smyth book-sewing machines, thoroughly overhauled and in first-class order. JOSEPH E. SMYTH, 634 Federal st., Chicago.

FOR SALE — 38-inch, single-beam, Clark ruling machine, in good condition; machine has been used for several years; make an offer. THE PIONEER CO., Printers, St. Paul, Minn.

FOR SALE — 1 No. 00, 4-roller, 2-revolution Miehle, 39 by 55 inch bed; 1 No. 00000, 4-roller, 2-revolution Miehle, 42 by 64 inch bed. GREELEY PRINTERY, St. Louis, Mo.

FOR SALE — 32-inch Hickok and 36-inch Piper ruling machines, equipped with striker; in good order; price, $95; a bargain. A. J. LAUX & CO., Lockport, N. Y.

FOR SALE — Latest model Unitype typesetting machine with newest attachments; bargain to quick buyer. THE PETERS PUBLISHING & PRINTING CO., Baltimore, Md.

FOR SALE, CHEAP — One 32 by 48 inch Emmerich & Vonderlehr bronzing machine, also a 36 by 48 inch Fuchs & Lang Century bronzing machine. M 518.

FOR SALE CHEAP — Secondhand 25 by 33 Stonemetz, two-revolution pony press, complete; good condition. KLAFFENBACH BROS., Printers, Muscatine, Iowa.

FOR SALE — Two Model 3 Canadian linotypes, with very complete assortment matrices; plant in excellent condition. BARNES & CO., St. John, N. B., Canada.

LINOTYPE — One Model No. 3, excellent condition; two extra sets of matrices, liners and ejector-blades. EDDY PRESS CORPORATION, Cumberland, Md.

LINOTYPE — Model 2, complete with motor, magazine, matrices, liners and blades. SPRINGFIELD PRINTING & BINDING CO., Springfield, Mass.

LINOTYPES — 2 Model 9, in first-class condition, very little used. STEPHEN GREENE COMPANY, 16th and Arch sts., Philadelphia, Pa.

THOMPSON TYPECASTER — With three full fonts of matrices. SMITH-GRIEVES TYPESETTING CO., Kansas City, Mo.

LINOTYPE — Model No. 1, good condition; complete with two sets of German matrices. THE ABENDPOST CO., Chicago, Ill.

LINOTYPE — Model 8, with three fonts of matrices; in use only one year. LANCASTER INTELLIGENCER, Lancaster, Pa.

FOR SALE — One Canadian linotype, No. M-3204, in good condition. SYDNEY POST PUBLISHING CO., Sydney, N. S.

LINOTYPES, 4 Model No. 3, with 22 fonts of matrices. THOS. P. HENRY LINOTYPING CO., Detroit, Mich.

LINOTYPE — Model 1, with one magazine and one font of matrices. THE J. B. SAVAGE CO., Cleveland, Ohio.

FOR SALE, CHEAP — Nuernberger-Rettig typecaster; liberal terms; fully equipped. J. J. WITT, Marshall, Mo.

FOR SALE, CHEAP — All size Scott rotary press, in good condition. GREELEY PRINTERY, St. Louis, Mo.

THOMPSON TYPECASTER and accessories. E. W. STEPHENS PUBLISHING CO., Columbia, Mo.

LINOTYPE FOR SALE — Canadian Model 1. J. J. HARPELL, Board of Trade bldg., Montreal, Quebec.

LINOTYPE, Model No. 2, with 16 sets of matrices. THE CARGILL COMPANY, Grand Rapids, Mich.

LINOTYPE — Model 5, with one set of matrices. L'ACTION SOCIALE, Quebec, Que., Canada.

LINOTYPE — Model 5 with 2 magazines. JACKSON & BELL CO., Wilmington, N. C.

FOR SALE — One Burton perforator for sale cheap; good condition. C 573.

HELP WANTED.

Artists.

ARTIST WANTED for newspaper wash and line illustrations; must be experienced in figure work; permanent and desirable place; mail particulars and samples to GRIT PUBLISHING CO., Williamsport, Pa.

Composing-room.

SUPERINTENDENT — Competent to manage the practical end of a printing-plant with staff of about fifty, with Monotype, composing-room, platens, cylinders, and bindery with folding machine, etc., doing the highest class of work, with an art department in connection; must have knowledge to make staff produce finest half-tone and process press-work on dull-finish and enamel papers and generally run the shop in an efficient manner; high salary, with prospect later of profit-sharing; located in progressive Northern city of 500,000; state age and full experience; do not apply if you have not executive ability; application confidential. C 581.

WANTED — First-class job compositor; scale, $18; will pay $20 to right man. Address JOHNSTON-TAYLOR PRINTING CO., Wichita, Kan.

Engravers.

WANTED — A thoroughly competent half-tone photographer who has unusual ability in color and black-and-white work to take charge of a gallery of eight cameras; an engraver who can handle men; only want a man that is capable of doing the very highest grade of work and showing others how to do it; must be free from union affiliations; write fully, stating experience, salary, etc. C 580.

WANTED — Two first-class color operators, two finishers; give complete details in first letter. C 472.

Managers and Superintendents.

WANTED — SUPERINTENDENT in a newspaper and catalogue plant doing $15,000 business, who is especially qualified on press-work and getting out first-class catalogue work; must be able to take the initiative in business building and willing to leave a part of salary in business until it reaches considerable sum, which can be drawn out or exchanged for interest in business; address with references, C 594.

Pressroom.

FOREMAN — To have charge of department, six cylinders and five jobbers; must be man competent to handle all classes of bookwork; old-established plant; city of fourteen thousand, central West. A 267.

Salesmen.

LARGE CATALOG PLANT requires the services of a bang-up printing salesman, on salary or commission; our specialty catalogs, booklets and commercial work; excellent opportunity for the right man; write quick. C 574.

INSTRUCTION.

A BEGINNER on the Mergenthaler will find the THALER KEYBOARD invaluable; the operator out of practice will find it just the thing he needs; exact touch, beil announces finish of line; 22-page instruction book. When ordering, state which layout you want — No. 1, without fractions; No. 2, two-letter with commercial fractions, two-letter without commercial fractions, standard Junior, German. THALER KEYBOARD COMPANY, 505 "P" st., N. W., Washington, D. C.; also all agencies Mergenthaler Linotype Company. Price, $5.

SITUATIONS WANTED.

Bindery.

FOREMAN OR MANAGER IN BINDERY, all-around man and experienced in all its branches, with twenty-five years' experience; South preferred. BOX 172, Savannah, Ga.

BINDERY FOREMAN, first-class executive, familiar with blank-book edition, loose-leaf, catalogue, publication, pamphlet, job work and machinery, wants position. C 564.

BINDERY FOREMAN — Practical, all-around man of good executive ability; married; reliable; best of references. C 592.

Composing-room.

COMPOSITOR-DESIGNER, English-German, twenty years' experience, capable of any work in print-shop, good hand-letterer (modern and ancient languages) and fairly good wood engraver, would like position where he can use his ability along the lines of layout work and designing in connection with typework; familiar with engraving methods, embossing on celluloid, etc., and art bookbinding; union; prefer Eastern States. THEO. BERGER, 1310 N. La Salle st., Chicago.

FOREMAN OR SUPERINTENDENT — First-class linotype operator-machinist and all-around printer wants charge of newspaper office in western city where maximum product at minimum cost will be financially appreciated; accustomed to handling men; age, 35; union. C 595.

COMPOSITOR — Job, book, tariff, would like position in clean, open shop; has fair knowledge of Model 5 linotype; wishes to practice in spare time; age, 35; no habits; best references; go anywhere. Address J. E. P., care OHIO CHRONICLE, Columbus, Ohio.

FIRST-CLASS JOB PRINTER AND STONEMAN, with good knowledge of linotype, wants permanent position; combination job preferred; sober; union. C 596.

LINOTYPE MACHINIST-OPERATOR wants permanent day situation; married; sober; references; 20 years' experience. C 591.

GOOD JOB COMPOSITOR, age 32, desires position; steady and reliable; union. C 573.

LINOTYPE OPERATOR wants steady situation; union shop only. C 572.

Engravers.

EXPERIENCED SALES MANAGER and superintendent of engraving plant and electrotype foundry desires to make change; seventeen years' experience with high-grade eastern engraving and electrotyping firm, as sales manager and superintendent. C 589.

FIRST-CLASS COLOR ETCHER, who can guarantee expert work, wishes to change his position. C 272.

Inkmakers.

INKMAKER, connected with large concern, wishes to make a change; thoroughly acquainted with up-to-date methods; experienced matcher; able to take charge; A-1 references. C 584.

Managers and Superintendents.

SUPERINTENDENT — Position wanted in West or Northwest by man now employed in similar capacity; practical, experienced man who can assume entire responsibility of mechanical department; thoroughly posted on cost and efficiency methods; capable of laying out, designing work and securing maximum of production at minimum expense; best of references. C 486.

SUPERINTENDENT (now located Boston) wants position March 15; permanent or temporary; Eastern States only; twenty years' experience in large plants on high-grade advertising, catalog and commercial work; capable executive, estimator and salesman; cost and accounting systems installed; shop methods improved. C 588.

POSITION WANTED — Position as mechanical superintendent of printing-plant; twenty years' experience with printing-office machinery, all models of linotypes included. C 587.

Miscellaneous.

YOUNG MAN (single), practical printer, with office and traveling experience with American and Keystone Type Foundries, also experience in the photoengraving and electrotyping business, desires change about March 1; capable of taking charge of newspaper or job office; a close buyer; best of references. C 590.

Newspaper.

PRINTER, PROOFREADER, REPORTER, COLLECTOR, subscription and adv. solicitor, married, strictly temperate, wants position; proofreading preferred. C 570.

Pressroom.

A FIRST-CLASS UNION CYLINDER PRESSMAN, familiar with city methods of handling high-grade work, desires to locate permanently west of Chicago; no objection to small cities or offices, or to taking charge of pressroom; seven years in last position, and references from this firm submitted to inquirers; does not use liquor or tobacco. C 492.

PRESSMAN DESIRES POSITION with an up-to-date printing house east of Chicago; is thoroughly competent on platen presses, also Seybold and Sheridan embossing presses, with some experience on the cylinders, half-tone and color work; married; reliable. C 583.

SITUATION WANTED BY PRESSMAN on cylinder and platen presses and cutter; 13 years' experience on all grades of work; is ambitious, energetic, sober and reliable; would like to go west of Mississippi River. JOHN ESSIG, 3139 Christiana av., Chicago, Ill.

WANTED — A position by a first-class, practical pressroom foreman; has foremanized pressrooms for the past fifteen years and knows his business thoroughly; has good executive ability and competent to obtain best results; references, if desired. C 326.

PRESSMAN — A live, up-to-date man with knowledge of estimating and cost accounting, fifteen years of practical experience on commercial, catalogue, book and job work, desires a position; Northwest or Pacific Coast States preferred. C 585.

PRESSMAN AND STEREOTYPER, nonunion, thoroughly experienced in both branches on Duplex and Hoe presses; age, 27; can furnish best references; willing to go anywhere. C 583.

JOB PRESSMAN — Capable of taking charge; careful; four years with present employer; good color mixer; good results assured. B 560.

PRESSMAN, experienced on the better grades of half-tone and color work, desires position as foreman. C 586.

Shipping-room.

PAPER CUTTER, STOCKMAN, SHIPPING-CLERK — Married man with experience above the general average, handling all details of cutting and stock room, shipping and packing; good executive ability. C 569.

WANTED TO PURCHASE.

WANTED — PRINTING-PRESS with cutting and slitting attachment; Kidder press of medium size preferred. C 597.

WANTED — Large drum cylinder printing-press. WANNER MACHINERY CO., 703 S. Dearborn st., Chicago.

HAS ANY PRINTER A BOOK ON PRINTING-INK by Geo. W. Small? If so, kindly communicate with C 571.

BUSINESS DIRECTORY.

Advertising Blotters.

PRINT BLOTTERS for yourself — the best advertising medium for printers. We furnish handsome color-plates, strong wording and complete "layout" — new design each month. Write to-day for free samples and particulars. CHAS. L. STILES, 230 N. 3d st., Columbus, Ohio. 8-14

Brass-type Founders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders. 8-14

Casemaking and Embossing.

SHEPARD, THE H. O., COMPANY, 632 Sherman st., Chicago. Write for estimates. 1-15

Chase Manufacturers.

BARNHART BROTHERS & SPINDLER, Chicago. Electric-welded steel chases for job and cylinder presses. 7-14

Copper and Zinc Prepared for Half-tone and Zinc Etching.

AMERICAN STEEL & COPPER PLATE COMPANY, THE, main office, 101-111 Fairmont av., Jersey City; 116 Nassau st., New York; 610 Federal st., Chicago; 3 Pemberton Row, London, E. C., England. Satin-finish plates. 6-14

NATIONAL STEEL & COPPER PLATE COMPANY, 452 South Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 East Second st., Cincinnati, Ohio. 10-14

Counting Machines.

AMERICAN TYPE FOUNDERS CO.— See Typefounders. 8-14

Electrotypers' and Stereotypers' Machinery.

HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st. 11-14

THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park Row, New York. Send for catalogue. 1-15

Embossing Composition.

STEWART'S EMBOSSING BOARD — Easy to use, hardens like iron; 6 by 9 inches; 3 for 40c, 6 for 60c, 12 for $1, postpaid. THE INLAND PRINTER COMPANY, Chicago. tf

Embossing Dies.

STEARNS, HOWARD CO., 732 Federal st., Chicago. Embossing dies for catalogue covers and labels; book stamps; hot-plate embossing. Write for our samples. 11-14

BRASS EMBOSSING DIES, all kinds. OSCAR FISCHER CO., 638 Federal st., Chicago. 10-14

Gummed Papers.

IDEAL COATED PAPER CO., Brookfield, Mass. Imported and domestic guaranteed noncurling gummed papers in sheets and rolls. 5-14

Hot-die Embossing.

HOT EMBOSSING for catalogues, booklets, covers, show-cards, advertising specialties. OSCAR FISCHER & CO., 638 Federal st., Chicago. 10-14

Job Printing Presses.

AMERICAN TYPE FOUNDERS CO.—See Typefounders. 8-14

Motors and Accessories for Printing Machinery.

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing-presses and allied machines a specialty. 3-14

Numbering Machines.

AMERICAN TYPE FOUNDERS CO.—See Typefounders. 8-14

Paper Cutters.

OSWEGO MACHINE WORKS, Oswego, New York. Cutters exclusively. The Oswego, and Brown & Carver and Ontario. 4-14

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THE OSTRANDER-SEYMOUR CO., general offices, Tribune bldg., Chicago. Eastern office, 38 Park Row, New York. Send for catalogue. 1-15

Photoengravers' Metal, Chemicals and Supplies.

NATIONAL STEEL & COPPER PLATE COMPANY, 542 S. Dearborn st., Chicago, Ill.; 220 Taaffe pl., Brooklyn, N. Y.; 1101 Locust st., St. Louis, Mo.; 212 E. Second st., Cincinnati, Ohio. 10-14

Photoengravers' Screens.

LEVY, MAX, Wayne av. and Berkeley st., Wayne Junction, Philadelphia, Pa. 3-14

Platemakers' Supplies.

WILLIAMS-LLOYD MACHINERY COMPANY, manufacturers of photoengravers' and electrotypers' machinery and supplies. 638 Federal st., Chicago. 101 Beekman st., New York City, N. Y. New England Representative: United Printing Machinery Co., Jamaica Plain, Boston, Mass. 2-15

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HOE, R., & CO., New York and London. Manufacturers of printing, stereotyping and electrotyping machinery. Chicago office, 7 S. Dearborn st. 11-14

THOMSON, JOHN, PRESS COMPANY, 253 Broadway, New York; Fisher bldg., Chicago; factory, Long Island City, New York. 10-14

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Printers' Rollers and Roller Composition.

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; First av. and Ross st., Pittsburgh; 706 Baltimore av., Kansas City; 52-54 S. Forsythe st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 675 Elm st., Dallas, Tex.; 135 Michigan st., Milwaukee, Wis.; 919-921 4th st., So. Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa. 3-14

BINGHAM BROTHERS COMPANY, 406 Pearl st., New York; also 521 Cherry st., Philadelphia, and 89 Allen st., Rochester, N. Y.

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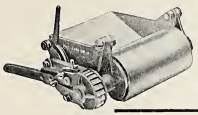
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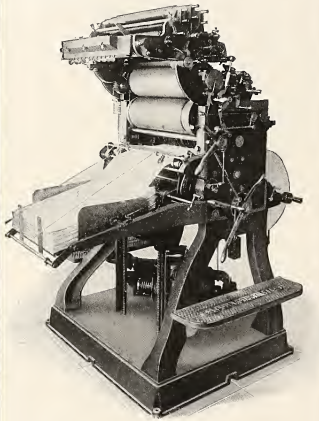
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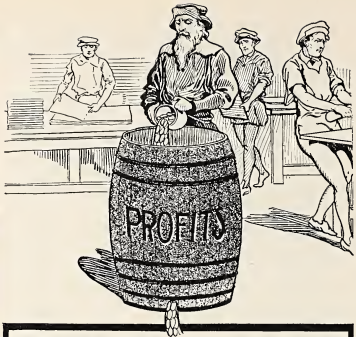
That the offset press is becoming more and more popular and practical is a settled question; therefore, the right press, built right, and at the right price, are the three cardinal essentials in the selection of a satisfactory press.

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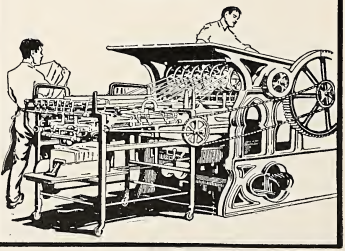
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PRINTS DIRECT from type, electrotypes, stereotypes or original half-tones.

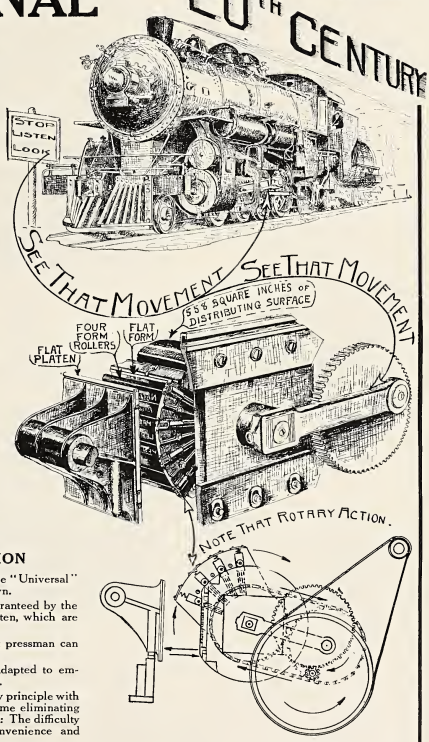
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IMPRESSION instantly adjustable from tissue to five-eighths of an inch.

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Subscribers will find this Directory a great convenience in placing orders with near-by dealers. Should any article be desired not herein advertised, The Inland Printer will be pleased to furnish special information or advise manufacturers of such requirements.

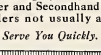
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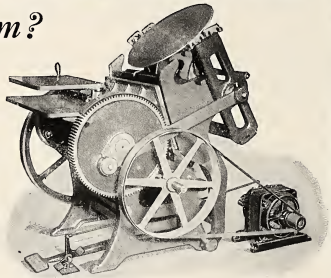


Figure it out this way. You have a press, let us say, run by an ordinary alternating-current motor-drive from which you can obtain a low speed of 900 I. P. H. In that case your maximum speed would be 1,800 I. P. H. If you had a job which could be handled efficiently at 3,000 I. P. H., there would be a loss of 40% efficiency, because you could get only 1,800 I. P. H. from the press.

With Kimble Motors you can secure any speed from 500 to 3,000 I. P. H. The feeder can get just exactly the speed to do the job most efficiently and most effectively.

Now let us suppose, for the sake of argument, that the ordinary alternating-current motor has as wide a range of speeds as the Kimble. The efficiency of the Kimble would still be much higher.

After the feeder has become familiar with the stock and the rollers become warmed up, the operator wishes to increase the speed. With the ordinary motor there are not more than 6 or 8 steps. Say he is operating at a speed of 1,200 I. P. H. He finds that the next step means a jump to 1,500 I. P. H. This increase is so sudden that the pressman is not able to pick up the motion for considerable time, if at all.

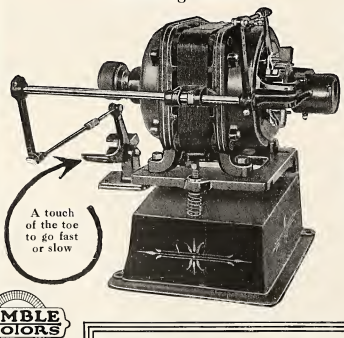
With the Kimble Motor the speed is made in steps of from 40 to 80 I. P. H., and the increase is so gradual that the feeder hardly notices it. He can eventually increase his speed to 1,600 or 1,700 I. P. H., whereas with the ordinary motor he would have to continue the job at 1,200 I. P. H. Kimble Motors in this case would increase the efficiency of the press by about 30%.

We are very conservative in placing the average increase in efficiency for presses equipped with Kimble Motors at 25%. 25% increase in efficiency means the earnings are ¼ more. Figuring on the basis of 312 working days of the year, an average of 5 hours per day for each press, 1,560 hours per year, we find that Kimble Motors give you the earnings on 390 extra productive hours. You know what your presses earn per hour. Figure out the savings. Aren't they remarkable?

A point not to be lost sight of is that the Kimble is the only alternating-current motor that reduces current consumption in direct proportion to speed reduction. The ordinary alternating-current motor consumes as much current at 60% of maximum as it does at maximum. Average press speed is 60% of maximum. The Kimble saves you the 40% that other motors waste.

KIMBLE
JOB AND CYLINDER PRESS
MOTORS

Single-Phase, Variable-Speed Alternating-Current



Kimbleize Your Plant!

First of all, write for our Red Catalog and get the full facts. And remember, we are specialists on motor-drive for printing machinery of all kinds. We have complete engineering data on practically every type of machine used by the printer. We will gladly consult with you on any problem of motor-drive in any part of the printing-plant.

Kimble Electric Co.

The Printing Press Motor Specialists

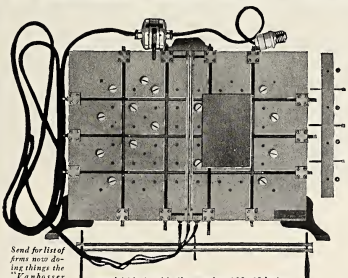
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KIMBLE MOTORS

With Perfect Safety, Every Platen Press in Your Plant Can Be Used for Hot Embossing. Heat, Not Pressure Accomplishes It.

THE VANBOSSER

AN ELECTRICALLY HEATED MOUNTING BLOCK FOR EMBOSSING AND IRONING DIES



Send for list of forms now doing things the "Vanbosser Way."

Special block, with die capacity of 12 x 18 inches. Showing special scoring bars adjustable while block is on press. These bars are furnished to run both ways on block. This block built for use on 14 x 22 inch press. Brackets at corners are removable so can lock block in larger chase or use on cylinder press.

Not an experiment, but a PERFECTED, well built machine with all possible improvements and attachments for the handling of gangwork and scoring. The Vanbosser is sold under a positive guarantee. Can register die and scoring bars while on press by means of adjusting screws and eccentric butting posts. Can mount in any position one or a dozen dies.

250 to 500 degrees of heat in 15 minutes. Bed of press is never superheated. Expensive mica insulation throws all the heat up, underneath the die, where it is needed. Think of this one feature. Is made fool-proof. Heat regulated by special circular knife switch, hanging on extension cord. No changing of terminals.

We build the Vanbosser to work on both 110 and 220 volt circuits, either a. c. or d. c. current. We also build special sizes; a 8 x 10 inch block for use on die-stamping presses and small C. & P. Gordons; 24 x 36 inch blocks with trolley arrangement for use on cylinder presses. Our standard block is 11 x 13½, outside measure, taking a die 9 x 12 inches. It will lock either way in a 14 x 22 chase. We also furnish brackets for standard size so as to go to press without locking in chase.

VANBOSSER MFG. CO.

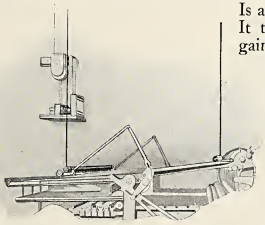
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They will create friends for you as a dealer, they will draw you patronage and support from new and unexpected sources, and will open up ways of easy influence for business which you have hitherto failed to get.

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We will ship a Standard Hamilton Lead and Slug Case of "NULED," all cut true to point system, from 4 ems to 26½, for

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"NULED" TRADE MARK

"NULED" TRADE MARK

Cut Your Composing-Room Costs

THE UNIVERSAL TYPECASTER

Will Bring Down Your High Hour Cost in that Department

YOU will be surprised to learn how little it will cost to install a Universal Typecaster. You will be more surprised to learn how slight will be the expense to operate and maintain the machine. Compare these costs — purchase, operation, and maintenance — with the direct savings the machine makes possible and you will understand why it is such a big money-maker in every office where it is installed. Balance the items in the two following columns, consider the effect the machine would have on your plant and your business and then let us prove to you the truth of all these claims.

THE COST

The price of the Universal Typecaster, completely equipped, is $1,350. This price is the total price F. O. B. Chicago and includes the complete machine, matrix holder for either Linotype or Universal matrices, and an equipment of molds for casting type, spaces, and quads in any six sizes from 5½ to 48 point. Extra molds can be purchased at small cost or rented at nominal rates.

The operation of a Universal Typecaster is very simple. One of your compositors, or an apprentice with an aptitude for machinery, can be taught to run the machine in a week or ten days. This instruction is given free by the erector when the machine is installed.

The maintenance cost of the Universal Typecaster is one of the chief reasons why it has been successful. The money it earns is not consumed by excessive depreciation or costly repairs. After running a machine for five years The Brooklyn Eagle says the repairs have not amounted to $20 a year and the machine is now as good as new. It is the unanimous verdict of users that the Universal Typecaster is seldom if ever out of order. You can depend on the machine to produce, year after year, an abundance of type equal in every way to that sold by typefounders.

THE SAVINGS

High-grade type metal, tough and durable, such as that used by typefoundries, can be purchased at a cost of ten or twelve cents per pound. The Universal Typecaster will turn this metal into new and perfect type at a cost of only a few cents per pound. Compare this cost with what you pay for foundry type and you will understand why the machine will soon return its cost through this saving alone.

There are other savings just as important. In most composing-rooms the hour cost is considerably over a dollar. Picking and hunting for sorts, changing bad letters, etc. — these are important factors in this high cost. Wipe them out, as you can with a Universal Typecaster, and your hour cost will immediately drop to a lower level.

There will also be a saving in your pressroom. Printing always from new and perfect type means reducing make-ready to the minimum.

As important as any of the savings made by the Universal Typecaster is the improvement it makes possible in the quality of your work. What a strong argument in favor of a better price it is to be able to tell customers their work will always be printed from new and perfect type!

The foregoing are just a few of the reasons why you should learn more about this wonderful money-saving and profit-earning machine. Let us send you our new specimen-book, a handsome volume of 300 pages, showing nearly 1,000 fonts of type-faces. This will be ready for delivery shortly. It gives full information regarding the machine. The facts it contains have an important bearing on the profitability of your composing-room.

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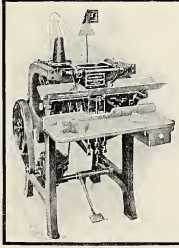
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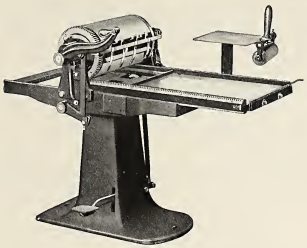
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Our booklet, "Machine Composition," will furnish you information about the school, and you can also read what students have said concerning their progress and our instruction.

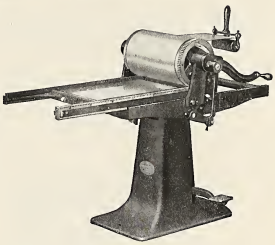
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"It is a paradox that Invention is the child of Waste, for the observation of Waste produces Invention, and yet Invention operates to destroy waste."—THE PHILOSOPHER.



Front and rear view of No. 2 Potter Proof Press.



Because of Proofs that Do Not Prove, WASTE Uses the Cylinder Press to Do that which the Proof Press Should Have Done

PROOFS that do not show clearly and definitely the actual condition of the type and plate matter *make Waste.* They *make Waste* in the proofreader's time, marking what he *suspects* to be imperfect; they *make Waste* in the compositor's time, in changing that which the proofreader only suspected to be imperfect; and they *make Waste* in the prover's time, in revises which are as inconclusive as the first proof.

ANY proof that is less than a test of the condition of the type *makes Waste* of increasing moment when the job is on the cylinder press. The accumulated charges for all previous processes are against the job in this advanced stage. Stoppage for corrections now means much more than a delay in the press-room, it means a *pull-down* on all the effort and work that has gone before. A proof that actually proves saves this Waste at the beginning.

PROOFS are intended to be tests of the material employed as well as a means to correct literacy. If they fail to show the condition of the material, every proof or revised proof so failing causes waste in making changes, for such changes are made on suspicion. Defects are therefore ultimately passed as defects of the *proof* and not of the *material.* The true condition of the material is finally revealed on the cylinder press, and thus a *single defective letter* may involve unlocking a form for correction, with consequent delay and loss. Defective proofs make a multitude of tasks out of one task—make a multitude of errors out of one error. But a good proof—a proof that proves—saves waste at its inception.

The Potter Proof Press Saves Waste at the Fountainhead

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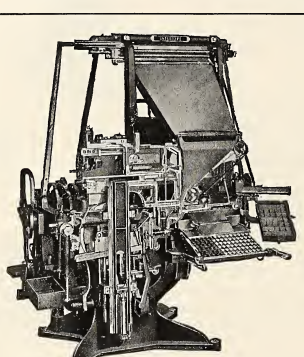
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Our catalog has been designed to make the ordering of parts as simple and convenient as possible. It contains fine half-tone engravings of all the various mechanisms assembled, so that the smallest screws can be located at a glance. The names of the parts, and prices, are placed on pages facing the illustrations, instead of in the back of book.

INSTRUCT YOUR MACHINIST TO ORDER INTERTYPE MATRICES AND SUPPLY PARTS

INTERTYPE matrices differ from Linotype matrices only in superior quality, and so can be used for "sorting up" Linotype fonts. Most INTERTYPE parts will fit perfectly on Linotype machines (see our parts and supplies catalog). All of our supplies, like our machine, are of the highest quality that modern methods and machinery can produce. Everything is carefully inspected before leaving the factory.

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Chicago Tribune, 57,000 Matrices (Sorts)
New York Globe, 23,520 Matrices (16 Fonts)
Duluth Herald, 19,110 Matrices (13 Fonts)
New York Post, 24,720 Matrices (16 Fonts, and Sorts)

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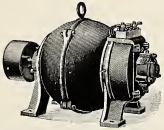
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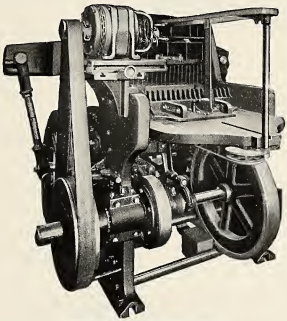
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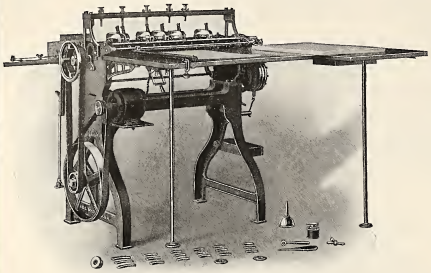
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National Rotary Perforating Machine

This machine has won favor wherever installed, because it is a perfect, rapid operating machine, is foolproof and designed to meet the requirements of the present-hour bindery. Can be had with or without crimping scoring attachment. Its service is unique, leaving no burr—the sheet is slit and no part of the paper cut out. Manufactured in various sizes to suit individual requirements.

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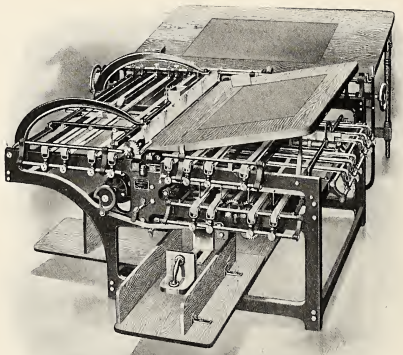
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